

**The Institute of Food Products Marketing and Taylor and Francis Publishers announce
Doctoral Food Marketing Dissertation Competition**

The Institute of Food Products Marketing and Taylor and Francis Publishers are again happy to announce this year's Doctoral Food Marketing Dissertation Competition. The award is to recognize and honor the best dissertation in the area of food marketing. Doctoral food marketing candidates who have completed their dissertation during January 1, 2015 - April 31, 2016 are eligible for the Institute of Food Products Marketing Dissertation Award.

The award is sponsored by the Institute of Food Products Marketing and Taylor and Francis Publishers. The winner will receive \$500 plus free registration to a meeting of the Institute's International Food Marketing Research Symposium in Bologna, Italy on June 13-14, 2016.

The purpose of the award is garner greater academic interest in the area of food marketing. The food industry is the largest in the world with a global impact. Food marketing should be a major area of academic interest and contribution and the Institute of Food Products Marketing encourages and supports greater academic involvement.

To be considered a completed dissertation must be defended during the academic year 2015/2016 (but before April 15, 2016). Dissertations completed in a previous year will not be eligible. To be considered, please submit an electronic version of a dissertation abstract that is no longer than 15 double-spaced pages (including appendices, tables, figures, and references). All submissions should include a separate cover page listing name, current affiliation, contact information, dissertation committee, and degree granting institution. Do not include any identifying information in the submission itself, as these will undergo a blind review. Papers should be formatted using the guidelines for the Journal of Food Products Marketing.

The criteria for the award includes:

- 1 Original and significant contribution to the field of food marketing
- 2 Appropriateness of the methodology to the dissertation objective
- 3 The soundness and completeness of the methodology
- 4 Articles with a multinational, broader category perspective will be prioritized over those with a single country, single product scope.

The interpretation of the results including managerial implications.

Typical areas of food marketing study include the following:

- Consumer behavior
- Marketing Strategy
- Retailing / Merchandizing
- Product Development / Private Label
- Advertising / Promotion
- Pricing
- Technology / E-Commerce
- Agribusiness Marketing
- Health / Nutrition / Organic
- Channels / Supply Chain
- Global Issues / Perspective
- Sustainability

The 2016 International Food Marketing Research Symposium will be held June 13-14 in Bologna, Italy. See [Event Information](#)

Contact the chairs of this competition for additional information or submit an electronic copy of the paper to jsta...@sju.edu no later than April 15, 2016.

Competition Chairs:

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