

## CALL FOR PAPERS

### 7<sup>th</sup> Wine & Hospitality Management Workshop

May 26-28, 2025 – Lausanne, Switzerland

## OVERVIEW

The Alliance for Research on Wine and Hospitality Management invites you to submit research proposals for presentation at the “7<sup>th</sup> Wine & Hospitality Management Workshop”. It is designed to be a small-scale, high-quality workshop, allowing for intense interaction between participants and practitioners. The Scientific Committee will review submissions for presentation at the workshop. A discussion will follow each presentation. Presenters of accepted papers agree to act as discussants.

## TOPICS

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We welcome submissions on topics of general interest to wine and hospitality research. Special consideration will be given to, but not limited to, the following topics:

- Environmental, cultural, and socioeconomic issues related to wine & hospitality businesses.
- Culinary (food & wine) tourism.
- Wine consumer behavior or experience management.
- Analysis and forecasting of demand and prices for wine & hospitality businesses.
- Investments in the wine and/or hospitality markets.
- Marketing and branding of wineries & hospitality businesses.
- Organizational and governance issues of wineries & hospitality businesses.
- Optimal design, management, and cost-benefit analysis of wine lists in restaurants.
- Innovation and entrepreneurship in wine & hospitality businesses.
- Technology and social media in wine marketing and distribution.
- Quality, rating, reputation and price analysis of wine and/or restaurants and/or hotels.
- Perceptions and willingness to pay for various types of wine.
- Game theory and wine auctions.
- Effect of (generative) AI on wine & hospitality.
- Counterfeit wine and security issues in wine distribution and consumption.

## SUBMISSIONS

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The submission deadline is **January 31<sup>st</sup>, 2025**. We welcome full papers and extended abstracts (min. 1,000 words, incl. information on the research question, data, methodology, and preliminary results). Please email a PDF file with author affiliations and an anonymous PDF file to: [philippe.masset@ehl.ch](mailto:philippe.masset@ehl.ch) and [jean-philippe.weisskopf@ehl.ch](mailto:jean-philippe.weisskopf@ehl.ch).

The authors of accepted abstracts will be informed by **February 15<sup>th</sup>, 2025** and asked to submit a **full paper by May 1<sup>st</sup>, 2025**. In case the authors fail to submit a full paper version of their research by the deadline, they will automatically be removed from the program.

## PUBLICATION OPPORTUNITIES

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Participants will have the opportunity to submit their paper to [Journal of Hospitality and Tourism Management](#) (IF = 7.6) for inclusion in a special issue on “Culinary Journeys: Wine and Food in Hospitality and Tourism”. Submissions will need to follow the submission guidelines and standards of JHTM. The guest editors for this issue are Prof. Olivier Gergaud (KEDGE), Prof. Phillippe Masset (EHL), and Prof. Crystal Shi (HKPU). Prof. Marianna Sigala (Editor-in-Chief of JHTM) will also be present at the conference.

Further details about the conference and the special issue will be posted on the [Alliance website](#) shortly.

## VENUE

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EHL Hospitality Business School will organize the workshop, which includes a social program with a conference dinner and a tour. The regular fee will be about 550 CHF. Students will be offered a discounted rate. Participants should arrive by Tuesday, May 25<sup>th</sup>, 2025 to guarantee a full 2-day workshop.

## ORGANIZERS

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This workshop is an annual event organized by the [Alliance for Research on Wine & Hospitality Management](#) created in 2017 by the Cornell SC Johnson College of Business, EHL Hospitality Business School, the Hong Kong Polytechnic University School of Hotel & Tourism Management, Kedge Business School, and the Free University of Bozen/Bolzano. The Alliance aims to promote excellent research in the fields of Wine & Hospitality Management.



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