

AWBR2026 XVI International Conference
Shaping the Future of Global Wine Business: Innovation, Resilience, and Strategic Evolution
Adelaide, Australia, 3rd – 6th February 2026

AUTHOR GUIDELINES

Submission Categories

- Competitive papers (standard conference papers based on rigorous theoretical or empirical research – 10 pages maximum).
- Extended abstracts (up to 800 words for researchers who would like to present their preliminary results of a research project, or their findings based on rigorous theoretical or empirical research in a short form)

Topics

The topics below highlight key areas of interest, but submissions are not limited to these. We welcome research that critically engages with the evolving wine business landscape from various business, marketing, and management perspectives.

- **Digital Transformation and the Future of Wine Business** – The role of emerging technologies in shaping marketing, sales, and consumer engagement.
- **Sustainability and Resilience in the Wine Industry** – Balancing environmental responsibility with business viability.
- **Changing Consumer Preferences and Market Trends** – How evolving lifestyles and values influence wine consumption.
- **Branding, Storytelling, and Value Creation** – Strategies for differentiation in a competitive market.
- **The Evolving Landscape of Wine Tourism and Hospitality** – Innovations in experience design and customer engagement.
- **The Role of Social Media and Digital Marketing** – Opportunities and challenges in digital branding.
- **Regulatory and Trade Dynamics in the Global Wine Market** – The impact of policies and trade agreements on business strategy.
- **Adapting to Uncertainty: Crisis Management and Business Resilience** – Navigating disruptions and industry challenges.
- **Emerging Markets and Global Expansion** – Growth opportunities beyond traditional markets.
- **Innovation in Wine Retailing and Distribution** – New business models for reaching and retaining consumers.

While these topics provide a guide, we welcome broader research that contributes to discussions on innovation, resilience, and strategic evolution in the wine sector.

Submission Tool and Deadline

- Link for papers and abstracts is on the AWBR2026 website, www.business.adelaide.edu.au/awbr2026
- Deadline: 30th June 2025

Conditions of Submission

- All papers and abstracts will be rigorously reviewed. Competitive papers will be double-blind peer reviewed.
- Only full-length competitive paper formats (i.e., up to 10 pages) will qualify for the Best Paper Award.
- Please note that all accepted full papers will be included in the conference proceedings after receiving the Author's approval, otherwise only the abstract will be included.
- Papers/abstracts which are not submitted using the prescribed conference 'submission format' will be returned to authors for amendment. No papers/abstracts will be accepted for the final proceedings unless they are in this format.
- Please follow the submission instructions and prompts on the Oxford Abstract submission portal. The link to this submission portal can be found on the conference website: www.business.adelaide.edu.au/awbr2026

Requirements for Competitive Papers

These papers will be double-blind peer reviewed and should be based on theoretical or empirical research (qualitative, experimental or quantitative). Submissions should not exceed 10 pages including the title page and references. Uploaded files for the initial submission need to be completely anonymous both in the text and in the file name. Should the paper be accepted, the names of the authors will be required on the title page for the final version of the paper.

The following sections should be included (although can, if relevant, be merged):

- Title of the paper
- Abstract (250 words)
- Keywords (maximum 5)
- Introduction
- Literature review and problem studied
- Research objectives and / or hypothesis
- Research process / methodology
- Results / Findings
- Discussion
- Theoretical and managerial implications and recommendations
- Conclusions

The template can be downloaded from the conference website, www.business.adelaide.edu.au/awbr2026

Requirements for Extended Abstracts

This stream is appropriate for work in progress with only preliminary results/findings. It can also be used by research students who wish to present their work before the results/findings have been fully analysed. These extended abstracts will be double-blind peer reviewed. It is anticipated that in the period between the submission of the abstract and the presentation further data and analysis should be added to give more weight to the presentation. Papers should be no more than 800 words in length. Uploaded files for the initial submission need to be completely anonymous both in the text and in the file name. Should the abstract be accepted, the names of the authors will be required in the title page for the final version of the paper.

The following sections should be included:

- Title of the paper
- Abstract (250 words)
- Keywords (maximum 5)
- An introduction providing a brief background to the nature of the problem/case study
- A preliminary literature review
- A clear formulation of the main problem(s) to be investigated
- Research methodology
- Preliminary findings
- Conclusions and managerial implications or recommendations

The template for submission can be downloaded from the conference website,
www.business.adelaide.edu.au/awbr2026

We look forward to receiving your submissions and hope to see you at the conference.

Deadlines

30th April 2025- Submission opening for papers and abstracts

30th June 2025 - Submission deadline for papers and abstracts

31st August 2025 - Deadline for return of reviews of papers and abstracts

15th September 2025 - Notification of acceptance

31st October 2025 - Early-bird registration to the conference

7th January 2026 - Regular registration to the conference

For any further information about the submissions and the conference, visit the website
www.business.adelaide.edu.au/awbr2026 or write to awbr2026@adelaide.edu.au

Conference Co-Chairs



Armando Maria Corsi



David Jaud



Rebecca Dolan

Executive Organising Committee

Amelie Burgess
Irma Dupuis Day
Rebecca Dolan
Hannah Ford
Steve Goodman
Harriet Gray
David Jaud
Alison Joubert
Armando Maria Corsi

Academic Advisory Board:

Lara Agnoli
Tatiana Bouzdine Chameeva
Roberta Capitello
Steve Charters
Larry Lockshin
Simone Loose
Donna Sears
Nathalie Spielmann
Natalia Velikova
Damien Wilson