



## **CALL FOR PAPERS**

# **Taste of City Conference 2016: Place branding, marketing and food**

**1 September 2016 – University of Belgrade, Serbia**

**Faculty of Economics, University of Belgrade  
FREN (Foundation for the Advancement of Economics)**

Join us for the Taste of City Conference 2016 themed “Place branding, marketing and food”. This conference will explore the role and impact of food in marketing and branding of places bringing together a wealth of scholars from various social science disciplines from Management and Marketing to Economics, Sociology and Anthropology.

### **Invited Speakers:**

- **Jeffrey H. Cohen**, Ohio State University, USA - *Author of Eating Soup Without a Spoon*
- **Maktoba Omar**, Edinburgh Napier University, UK - *Author of Generation Y's perception towards country-of-origin*
- **Jon Wilson**, University of Greenwich, UK - *Author of Shaping the halal into a brand*

This unique event aims to bring together researchers, scholars and practitioners as well as policy makers to explore the ways in which food is influencing what cities are made up. Hence it touches upon human mobility, internationalisation strategies, protectionism from a very wide multidisciplinary perspective. We are inviting all interested academics, students, managers and marketers to this event for exchanging ideas to understand the impact and role of food and to develop appropriate strategies for cities and places in an ever more connected world characterised with supermobility and superdiversity.



The conference will bring different case studies around the world in focus. The key thematic areas and main questions are as follows, in which the submission of proposals are invited but not limited to:

- **food as brand** - image and identity of place perceived through food

How are place and identity realized through an association with a single food item? How can the country of origin be defined in its importance for branding places through food?

- **food and special events/festivals** - staging of food, collectivity, entertainment, show, commodification, spectacularization

Which are the main food events in the city? What is the role of food and gastronomic events in showing the city's unique assets? What kind of opportunities do the events provide for the locals and/or the visitors?

- **food and cityscape** - green markets, taste hunts, street food, foodscapes

How do residents and visitors partake in the invention and subsequent consumption of a food-themed place? Which are the foodscapes in the city?

- **food as experience** - everyday life practices, rituals, gastronomy, touristic experience

What are the ways in which food acts as an influential factor in experiencing the city? How do the experiences can be linked to consumer behaviour?

- **food mapping (cognitive/mental maps)** - phenomenology, sensory experiences, psycho-geography, food stops, random encounters

How could be a city organized and experienced around the notion of taste? How do the experiences shape our perceptions and mental structures?

- **food as sign and code** - logos, slogans, icons, symbols and semiotics of food

What is the process by which food becomes iconic and emblematic of place identity? Does the city have a gastronomic icon? What are the examples of values, symbols and meanings attached to food varying from one culture to another like a language?

- **food as discourse and myth** - food narratives, cultural myths about food, ideological discourses and politics of food



What are the stories, myths, narratives are told about the food and cuisine?  
What are the discourses of food and taste that are carried around the world throughout the history?

- **food as culture** - local cuisine and diaspora impact on food cultures

How do the historic uses and symbolism of the iconized food shape acceptance of and responses to that food item as a marker of identity? What are the ways in which food is perceived and communicated as a part of cultural identity?

- **food mobility** - transnational food brands and food consumption

How pizza became a mainstream food for the world? When did the Turkish coffee arrived in London? Competition between espresso and Greek coffee? The journeys of Gyros, Tacos, Doner kebab around the world.

- **food and glocal-ization** - global brands going local, fast food - slow food, celebrating local food

Where and how local food is offered? What are the distinctive characteristics of food in opposition with the homogenization effect of globalization?

- **food and sustainability** - food industry, bottom-up food initiatives, fair trade, biodiversity, agritourism, rural development

What is sustainable food? How can agriculture meet the world's growing need for food while doing less environmental harm? How can we move towards a more resource efficient and sustainable food system?

## **Author Guidelines**

### **Language**

The working language of the conference is English.

### **Abstracts**

Abstracts should state briefly and clearly the objectives, methods, results and conclusions of the work, and should be no more than 300 words in length.

Special sessions and panels with three or four speakers can also be proposed. Please submit your proposals as a single Word document indicating the title of the panel, titles and abstracts of all the proposed papers, the name of the presenters, and their short biographical statements.

**Abstracts deadline:** 19 June 2016.



### **Papers** (optional)

These must be original papers.

- A maximum of 7 pages (or 4000 words) including abstract, appendices and references.
- Microsoft Word documents
- A4-page formatted
- 2.5cm margins on all sides
- Single spaced
- 12-point Times Roman font (the title, which must be 14-point Times Roman)

### **Publication opportunities**

Papers presented at the conference may be included in edited books and/or special issues of peer-reviewed and ranked international journals. Transnational Press London offers opportunities for edited volumes and special issues.

### **Submission Guidelines**

Please login to your account and go to paper/abstract submission page or if you do not have a conference account, sign up for an account first and complete your author registration. Please tick all the boxes at the end of the form so you can register and submit as author and reviewer.

All papers, title pages and reference pages must be submitted as Word documents when possible.

### **Key Dates:**

- Submission of abstracts: 19 June 2016
- Submission of panel proposals: 19 June 2016
- Submission of full papers (Optional): 15 August 2016

### **Conference Organizing Committee:**

- **Evinc Dogan**, Research Fellow, FREN, University of Belgrade, Serbia
- **Ibrahim Sirkeci**, Ria Professor of Transnational Studies and Marketing, Regent's University London, UK
- **Goran Petkovic**, Professor of Economics, Faculty of Economics, University of Belgrade, Serbia
- **Aleksandar Radivojevic**, Research Fellow, FREN, University of Belgrade, Serbia

Further details about the conference can be found at: <http://tastecity.net/>