



**SOCIETY FOR FOOD
MARKETING & RETAILING**

CALL FOR PAPERS
2027 SFMR Conference

June 10 -13, 2027

Seoul National University
Seoul, Korea

Submission Deadline: January 15, 2027

CONFERENCE CHAIRS

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2027 Society for Food Marketing and Retailing (SFMR) Conference

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About the Conference

The Society for Food Marketing and Retailing (SFMR) is an emerging international academic society dedicated to advancing rigorous research on marketing, retailing, consumer behavior, branding, technology, sustainability, and policy across the food and beverage sector. SFMR invites submissions to its 2027 Conference, June 10–13, 2027, at Seoul National University in Seoul, Korea.

Building on the momentum of its inaugural conference, SFMR 2027 will bring together scholars, students, and industry professionals from around the world to exchange ideas, develop collaborations, and strengthen connections between academic research and industry practice.

The food and beverage marketplace is evolving rapidly. Advances in artificial intelligence and digital technologies, changing retail and foodservice environments, growing attention to health and wellness, sustainability pressures, global and cultural shifts, and evolving consumer expectations are creating important new questions for researchers and practitioners. SFMR 2027 provides a focused forum for examining these developments and their implications for consumers, marketers, retailers, foodservice organizations, policymakers, and society.

We welcome theoretical, empirical, conceptual, and methodological research addressing both emerging and enduring issues in food marketing and retailing. Interdisciplinary work, and research that connects academic scholarship with industry practice, is especially encouraged.

Conference Venue

The 2027 SFMR Conference will be held at Seoul National University's Gwanak Campus in Seoul, Korea. Widely regarded as South Korea's premier university, SNU is ranked #38 worldwide in the QS World University Rankings 2026 and #1 in Korea in the Times Higher Education World University Rankings 2026. With internationally recognized strengths in research, innovation, and interdisciplinary scholarship, SNU offers a prestigious and inspiring setting for the global SFMR community.

Seoul adds a distinctive dimension to the conference experience. One of Asia's most dynamic cities, it brings together advanced technology, sophisticated retailing, vibrant food culture, and the global influence of K-culture. For SFMR participants, the city offers a firsthand look at emerging trends in foodservice, delivery platforms, digital commerce, smart retail, branding, and consumer behavior.

Beyond the conference, Seoul is also an exceptional travel destination. Visitors can explore royal palaces, traditional markets, historic neighborhoods, contemporary shopping districts, trend-setting cafés, world-class restaurants, and major K-culture attractions. Efficient public transportation, strong public safety, and easy access to nearby destinations make it easy to combine scholarly exchange with a memorable experience in Korea.

Conference Tracks

SFMR welcomes research from the broader fields of marketing, retailing, consumer behavior, advertising, strategy, supply chain, technology, agribusiness, public policy, and related disciplines that connects with the food and beverage sector in meaningful ways. Studies may use food and beverage as a research context, application area, industry setting, marketplace, or source of managerial, societal, and policy insights, while drawing on theories and perspectives from the wider marketing, retailing, and consumer research community. Each submission should be made to one conference track only through the conference submission portal.

1. **Consumer Behavior & Consumer Psychology**
Consumer decision-making, attitudes and preferences, motivation, persuasion, choice, consumption, habits, identity, emotions, customer experience, behavioral responses, and other psychological processes shaping food and beverage consumption.
2. **Branding, Advertising & Marketing Communications**
Branding, advertising, positioning, packaging and labeling, pricing and promotions, integrated marketing communications, brand strategy, and other communication-related issues in food and beverage markets.
3. **Retail, Shopper Marketing & Store Experience**
Grocery and food retailing, shopper marketing, in-store decision-making, merchandising, assortment and category management, private labels, pricing and promotions, store atmospherics, retail design, loyalty programs, convenience retailing, and emerging store formats.
4. **Product Innovation, Strategy & New Markets**
New product development, product and service innovation, market entry, positioning, pricing, portfolio strategy, entrepreneurship, commercialization, emerging categories, new business models, and growth opportunities in food and beverage markets.
5. **Foodservice, Restaurants & Hospitality**
Restaurant and foodservice marketing, quick-service and fast-casual restaurants, cafés and beverage concepts, menu design, service experience, customer satisfaction and loyalty, franchising, hospitality, service technology, pricing, delivery, and changing dining behaviors.
6. **AI, Robotics & Digital Transformation**
Artificial intelligence, generative AI, analytics, predictive modeling, personalization, recommendation systems, robotics, blockchain and traceability, immersive commerce, voice commerce, and other technologies transforming food marketing and retailing.
7. **Social Media, Influencers & Digital Engagement**
Health and wellness, nutrition, healthy choice, food literacy, dietary behavior, accessibility, food insecurity, consumer well-being, and related issues.
8. **Nutrition, Health & Consumer Well-Being**
Health and wellness, sustainable consumption, eco-labeling, sustainable sourcing, food waste, plant-based and alternative foods, nutrition communication, responsible marketing, accessibility, ethics, and consumer well-being.
9. **Sustainability, Ethics & Responsible Marketing**
Sustainable consumption, food waste, eco-labeling, sustainable sourcing, alternative proteins, ethical marketing, CSR, and responsible business practices.

10. **Global & Cross-Cultural Marketing**

Cross-cultural consumer behavior, international marketing, globalization and localization, cultural influences on consumption, global branding, and international markets.

11. **Sensory, Experiential & Biometric Insights**

Sensory and multisensory marketing, taste, smell, texture and visual perception, food experiences, experiential consumption, behavioral experiments, eye-tracking, biometrics, neuroscience methods, physiological responses, shopper behavior, and food and beverage choice.

12. **Agrifood Markets, Supply Chains & Food Systems**

Agribusiness, agricultural and food markets, farm-to-market channels, producer–retailer relationships, food manufacturing, wholesale markets, local and regional food systems, direct-to-consumer models, market access, food system resilience, value chains, and the evolving relationships among producers, processors, distributors, retailers, and consumers.

13. **Public Policy, Regulation & Societal Impact**

Food and beverage regulation, labeling, advertising standards, consumer protection, public policy, marketplace equity, and societal implications.

Submission

The 2027 SFMR Conference welcomes submissions at different stages of development. Authors may submit to one of the categories below. Each submission should be submitted to one conference track only through the conference website.

The submission portal will open on October 15, 2026: <https://www.foodmarketing-retailing.com/>

 **Competitive Papers** — Competitive submissions should present completed or substantially developed research that makes a clear contribution to food marketing and retailing scholarship. Two formats are accepted:

- Full Paper: A completed manuscript presenting the full research project, including theoretical development, methodology, findings, and contributions (max. 30 double-spaced pages).
- Extended Abstract: A concise presentation of a substantially developed research project with a clearly articulated research question, theoretical foundation, methodology, key findings or expected results, and contribution (max. 10 double-spaced pages).

For both formats, references, tables, figures, and appendices count toward the page limit. Submissions must be double-anonymized for peer review and submitted to only one conference track. Accepted competitive papers will normally be presented in oral conference sessions.

 **Poster Submissions** — This category is designed for early-stage or developing research that would benefit from interactive discussion and constructive feedback. Appropriate submissions may include research in progress, pilot studies, new research ideas, innovative methods, or projects with preliminary findings.

Authors should submit a maximum 3 double-spaced pages, including references, describing the research question or objective, theoretical or conceptual foundation, methodology or proposed approach, preliminary findings if available, and anticipated contribution. Submissions must be double-anonymized for peer review and submitted to one conference track. Accepted submissions will be presented during a dedicated poster session.

 **Special Session & Panel Proposals** — SFMR welcomes proposals for special sessions and panel discussions addressing emerging, interdisciplinary, industry-relevant, or particularly timely issues in food marketing and retailing. Special sessions may bring together multiple research presentations around a common theme, while panel discussions may feature scholars, industry professionals, policymakers, or other experts in a moderated conversation. Proposals should describe the session theme and format, identify participating speakers or presenters, and explain the session’s relevance and contribution to the SFMR community.

Conference Experience and Opportunities

 **Journal Special Issues** — SFMR 2027 will feature dedicated journal special issues tied to the conference, giving authors the chance to present their work and receive direct feedback and guidance from editors and guest editors while their papers are still taking shape. Journals and special issue details will be announced soon.

 **Interactive and Supportive Research Community** — SFMR is built around discussion, not one-way presentation. Sessions emphasize constructive feedback and active engagement, with close interaction between junior and senior scholars in a mentor–mentee spirit. Participants have real opportunities to exchange ideas, refine their research, and form lasting collaborations in a collegial, supportive environment.

 **Academia–Industry Connection** — Strengthening the link between academic research and industry practice is central to SFMR's mission. The conference brings scholars and industry professionals together to exchange perspectives, discuss emerging challenges, and explore how research can inform practice — and how industry developments can spark new research questions.

 **Global Networking and Collaboration** — SFMR 2027 gathers scholars, students, and industry professionals who share a common interest in food marketing and retailing, from every region of the world. Expect new research collaborations, professional development opportunities, and lasting ties within a growing international SFMR community.

 **Unique Cultural Experience** — Seoul blends tradition, technology, food, and contemporary culture like few other cities. Beyond the academic program, participants can explore historic palaces and traditional markets alongside cutting-edge retail districts, trend-setting cafés, world-class dining, and the global reach of K-culture — plus dedicated conference activities showcasing Korean food, culture, and hospitality.

Important Dates

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| ■ Submission open | October 15, 2026 |
| ■ Submission deadline | January 15, 2027 |
| ■ Acceptance notification | On a rolling basis, no later than February 15, 2027 |
| ■ Registration open | January 15, 2027 |
| ■ Early registration deadline | May 1, 2027 |
| ■ Conference dates | June 10 - 13, 2027 |