



**HNC for EOQ**  
European Organization for Quality  
Hungarian National Committee

International  
Food &  
Agribusiness  
Management  
Association



# **19th Annual Food and Agribusiness World Forum and Symposium Budapest, Hungary, June 20-23, 2009**

## **CALL FOR PAPERS, POSTERS AND CASE STUDIES**

The International Food and Agribusiness Management Association (IAMA) and the Local Organizer, the Hungarian National Committee of the European Organization for Quality (HNC for EOQ) invite you to provide proposals for Papers and Posters as well as Case Studies, which should be presented on the scientific part of the World Forum and Symposium in Budapest, Hungary on June 20-21, 2009. The World Forum will follow on June 22-23, 2009 with selected Papers and Panel Discussions presented by invited Top Managers and Experts focused on the overall theme „Global Challenge – Local Solutions”.

The Call for the Student Case Competitions as a very interesting part of the Symposium will be announced later, which can be followed on the IAMA website [www.ifama.org](http://www.ifama.org)

### **Paper Presentation**

A paper presentation provides the author(s) an opportunity to share their research work and results on one of the Symposium Sessions in 20 minutes. The proposal (Problem Statement; Objectives; Procedures; Results; Conclusions; References if applicable) should be app. 3 pages and can be up to 2000 words in length. The proposed paper should preferably relate to one of the following topics:

#### **I. Food Chain Approach**

- Food Chain Management
- Excellence in Food Chain
- Innovation in the Food Chain
- Chain Management and Chain Economy

#### **II. Agribusiness Strategies**

- New Chain Strategies on Entrepreneurship Development of Farmers
- Financial Risk Management in the Food System
- Market Orientation and Entrepreneurship
- Agricultural and Food Industry Companies' Strategies

#### **III. Customer Orientation and Marketing**

- Customer Orientation in the Food System
- Value-Added Food Marketing through Consumer Studies
- Consumers' Acceptance of New Food Products
- Agriculture and Consumer Protection

#### **IV. Food Quality and Safety**

- Food Labelling and Nutrition Information on Packaged Food Products
- Comparison and Evaluation of Food Quality Management Systems
- Management of Environmental Challenges
- Food Security, Bioenergy and Sustainable Development

Proposals with other themes are possible, but have less chance to be selected and accepted.

### **Poster Presentation**

Poster presentations can be preferably based on the same areas as the Paper presentations. Display space will be provided in a prominent location during the Symposium and Forum. It is planned to organize a

Poster Reception. The proposal (Problem Statement; Objectives; Procedures; Results; Conclusions; References if applicable) should have up to 750 words in length.

### **Case Study Presentation**

Authors may elect to submit proposals for the presentation of Case Studies, which can be based on research work background, however, it must contain also experiences of their practical implementation and also teaching notes. Proposals for Case Studies should have should be app. 3 pages and can be up to 2000 words in length. The selected and accepted Case Studies should be presented on the Case Conference (parallel to the Symposium Sessions) in 20 minutes.

### **General Information**

- Proposals should be sent to the HNC for EOQ (e-mail: [info@eoq.hu](mailto:info@eoq.hu)) not later than October 15, 2008. The Proposals of Papers and Posters as well as the Proposals for Case Studies should include
  - the title
  - the indication of the kind of the Presentation (Paper, Poster, Case Study)
  - in case of Papers the related topic under the title (e.g. “Food Chain Management”)
  - name(s), institution(s) and e-mail address(es) of the Author(s)
  - short CV(s) of the Author(s) (max. ½ page)
- The provided Proposals will be reviewed and selected by an Evaluation Committee consisting of the Symposium Chair and Co-Chair, the Case Conference Chair and Co-Chair as well as of the responsible invited Session Chairpersons. The first authors will receive the result of the evaluation not later than December 31, 2008.
- The full text of the accepted Papers, Posters and Case Studies should be sent via e-mail (in Microsoft Word) to the HNC for EOQ not later than April 1, 2009. The full text of the Papers, Posters and Case Studies will be distributed on CD to the participants and posted on the IAMA website. A Best Paper and Poster Award will be considered for the Papers, Posters and Case Studies, which best meet the criteria. A separate review process will be used for selection of the full Papers to be published in the International Food and Agribusiness Management Review (IFAMR) of the IAMA.
- The first authors of the accepted Papers, Posters and Case Studies pay the Student Registration Fee of 400 EUR before April 1, 2009. It is recommended to send the attached Registration Form completed immediately after the information on acceptance or rejection of the proposal.

### **Time Table**

|                   |   |
|-------------------|---|
| October 15, 2008  | Abstracts and Proposals due in HNC for EOQ                      |
| December 31, 2008 | Information to the first author on acceptance or rejection      |
| April 1, 2009     | Deadline for complimentary Payment                              |
| April 1, 2009     | Full text of the Paper, Poster or Case Study due in HNC for EOQ |
| May 31, 2009      | Power Point Presentation due in HNC for EOQ                     |

**Questions regarding any aspect of this Call can be directed to the HNC for EOQ:**

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