

The New Cultures of Food

Marketing Opportunities from Ethnic,
Religious and Cultural Diversity

Edited by
ADAM LINDGREEN and MARTIN K. HINGLEY

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About the Contributors

Luís Kluwe Aguiar is a senior lecturer in marketing and international business at the Royal Agricultural College and an associate lecturer with the Open University Business School. Mr Aguiar received a MSc degree in Agricultural Economics from the University of London-Wye College. Prior to becoming a full-time academic, he worked for many years in both the private and public sectors and lectured on a part-time basis. His extensive international research and consultancy work has driven his main research interests, including marketing and consumer studies, especially relating to ethical consumerism.

Dr Marcia Dutra de Barcellos is an assistant professor in marketing and business strategy at the Pontifical Catholic University of Rio Grande do Sul (PUCRS). She is also a postdoctoral researcher at MAPP (Centre for Research on Costumer Relations in the Food Sector), Aarhus University. Dr de Barcellos received her PhD from the Federal University of Rio Grande do Sul (UFRGS). During her studies, she was a visiting researcher at Wageningen University and at the University of New England. She has published in international conference proceedings (*Agri-Food Chains and Networks*, *Asociación Latino-Iberoamericana de Gestión Tecnológica*, *Council of Learning Assistance and Developmental Associations*, *International Food and Agribusiness Management Association*, the *International PENSA Conference on Agri-Food Chain/Networks Economics and Management*, *Simpósio de Administração da Produção, Logística e Operações Internacionais*, among others) and in journals including *Agroanalysis*, *Brazilian Administration Review*, *Organizações Rurais & Agroindustriais* and *Revista Faces* (Fundação Mineira de Educação e Cultura), among others. Her research interests include food marketing and innovation, consumer behaviour, applied market research, branding, agri-food supply chain management and business strategy. Dr de Barcellos serves on the board of the *Brazilian Angus Association and Beef Information Service*.

Sean Beer is a senior lecturer in the School of Services Management at Bournemouth University. His primary research interests relate to the food supply chain, consumer behaviour and the nature of object and existential authenticity. He is extensively involved in promoting local and regional food and drink in the south-west of England. Mr Beer is a Winston Churchill Fellow and a Nuffield Scholar.

Dr Lorraine Brown works in the School of Services Management at Bournemouth University as programme leader for the Tourism Masters Framework, as well as study support lecturer for international postgraduate students. She has just completed her PhD thesis on the experiences of international students adapting to life in the United Kingdom. Her research interests include cross-cultural interaction, cultural dissonance, Islamophobia and role and identity conflict.

Dr Stephen Dann is a senior lecturer in the School of Management, Marketing and International Business at the Australian National University. His research has been

published in the *Journal of Public Affairs*, *Monash Business Review*, *Quality Assurance in Education* and *Social Marketing Quarterly*. He has published several marketing textbooks, including *Strategic Internet Marketing* and *Competitive Marketing Strategy*, and he is a regular contributor to the *Australian and New Zealand Marketing Academy Conference*. Dr Dann's research interests include political marketing, consumer behaviour, Internet marketing, marketing strategy and innovation adoption.

Dr José Augusto Giesbrecht da Silveira is an assistant professor in the Business Administration Department of the School of Economics, Administration, and Accounting at the University of São Paulo. He also serves as an associate professor at the Industrial Engineering School at the FEI University Center in São Bernardo do Campo. His academic interests include managerial economics and retailing. Dr da Silveira is the author or co-author of several articles in both Brazilian and foreign journals and the co-editor of a book series entitled *Varejo Competitivo (Competitive Retailing)*, already in its twelfth edition. The series presents recent research papers on Brazilian retailing.

Dr Kirsti Dautzenberg is a senior researcher at the Centre of Entrepreneurship and Innovation at the University of Potsdam. She received her PhD from Martin Luther University Halle-Wittenberg. She has published in *Energy Policy*, the *Journal on Chain and Network Science*, the *Journal of Retailing and Consumer Services* and *Outlook on Agriculture*, among others. Her research interests include strategic and supply chain management, management teams, gender-related research and financing aspects of new technology-based firms.

Dr Ernest Cyril de Run is Associate Professor of Marketing at the Universiti Malaysia Sarawak. He received his PhD from the University of Otago. Dr De Run has published in the *International Journal of Business and Society*, the *Journal of Asia Entrepreneurship and Sustainability*, the *Journal of Asia Pacific Marketing and Logistics* and the *Journal of International Business and Entrepreneurship*, among others. His research interests include cross-cultural studies, promotions, the effect of cues in advertisements (e.g. language, colour and symbols) and marketing research, particularly invariance. Dr de Run serves on the board of the *Annamalai Business Review*, *International Journal of Business and Society* and *Scientific Journals International*, among others.

Dr Emma Dresler-Hawke is a lecturer in marketing at Massey University. She earned a PhD in psychology and has worked as a cross-cultural psychologist in Germany, England, and New Zealand prior to joining the Department of Marketing. Dr Dresler-Hawke is particularly interested in social and cultural influences on buyer behaviour. In addition to research on the nutritional value of packed lunches for primary school children, she has investigated the cost of a healthy diet. These research projects link together within her interest in the cultural implications and politics of food.

Dr Johan Fischer is an associate professor in the Department of Society and Globalization at Roskilde University. His work focuses on modern Islam and consumer culture in South-east Asia and Europe. A central focus in his research is the theoretical and empirical investigation of the proliferation of halal commodities on a global scale. Dr Fischer is presently working on a monograph with the provisional title *On the Halal Frontier: Consuming Malays in London* that explores ways in which modern halal is formative for emerging Islamic identities, the

fusion of religion and consumption, novel approaches to an anthropology of the state, diasporic material culture and forms of capitalism in the new millennium.

Dr Vanessa Fonseca is Professor of Advertising and Cultural studies at the University of Costa Rica. She received her PhD from the University of Texas at Austin and has published articles and papers in various journals and books, including *Consumption, Markets, and Cultures* and *Signo y Pensamiento (The Encyclopedia of Advertising)*. Her research interests include Hispanic marketing and advertising, e-commerce, e-learning, virtual worlds and communities for education and collaboration.

Dr Janaina de Moura Engracia Giraldi is Professor of Marketing and Management at University of São Paulo from where she received her MA and PhD degrees. Professor Giraldi also obtained a MSc degree from the Catholic University of Leuven. Her research interests include the country-of-origin effect, country image, consumers' personal values, retail store image, retail private labels and strategic marketing.

Kuldip Gujral is a business development manager of the Asian Business Forum of the Birmingham Chamber of Commerce and Industry, a strategic organization whose aim is to improve the performance of small businesses in general and Asian businesses in particular. Mr Gujral has been championing the cause of small businesses and shops for the past 11 years and has developed various innovative programmes like SHOPEASY. This award-winning retail programme is a best-practice model that has successfully supported retailers in Birmingham and other areas. He serves on the board of Midlands Mencap.

Dr Jon H. Hanf is a senior researcher at the Leibniz Institute of Agricultural Development in Central and Eastern Europe. Dr. Hanf received his PhD from Justus-Liebig-University Giessen. He has published in *Agribusiness, Energy Policy, International Food and Agribusiness Management Review, the International Journal of Cooperative Management* and the *Journal on Chain and Network Science*, among others. Dr Hanf's research interests include consumer behaviour studies, business-to-business marketing and strategic management.

Dr Siti Hasnah Hassan received her PhD in Marketing at the School of Management, Marketing and International Business at the Australian National University. Her thesis examines the influences on the consumption of functional food within a multicultural society. She has presented her research at the *Australian and New Zealand Marketing Academy Conference*.

Dr Ana Akemi Ikeda is an associate professor at the University of São Paulo. She has published *European Business Review, Qualitative Market Research* and *The Qualitative Report*, among others. Dr Ikeda is an active participant in international fora such as those hosted by the Academy of Marketing Science and the American Marketing Association. Her research interests pertain to consumer behaviour, services marketing, marketing research techniques and marketing planning.

Mr Kharil Annuar Mohd Kamal is a PhD student in International Business in the School of Management, Marketing, and International Business at the Australian National University. His thesis examines the effects of business group affiliations in Indonesia.

Adriana Beatriz Madeira is an assistant professor in the Business Administration Department of the Presbyterian University Mackenzie in São Paulo. She also lectures on retailing disciplines for professional postgraduate business courses. At the School of Economics, Administration and Accounting at the University of São Paulo, Ms Madeira is finishing her PhD thesis about the internationalization of Brazilian retail. She has published on packaging for single consumers and participated in international and national conferences. Her research interests include retailing, consumer behaviour, the internationalization of enterprises, and store locations.

Dr Juliana Mansvelt is a senior lecturer in geography at Massey University. She received her PhD from the University of Sheffield and has published in *Annals of Leisure Research*, *Area*, *Geography*, *New Zealand Geographer* and *Progress in Human Geography*, among others. She is the author of *Geographies of Consumption* (Sage, 2005) and has contributed chapters to books on her research interests, including qualitative research methods, teaching and pedagogy, and aging and consumption. In 2006 Dr Mansvelt was awarded a New Zealand National Tertiary Teaching Excellence Award; she recently completed a major research project for the New Zealand Ministry of Education on Professional Development and E-Learning.

Professor Sunita Mishra is professor and Dean at the School for Home Science, Babasaheb Bhimrao Ambedkar University, India. Her research interests include food safety and tribal women's health. She also studies the socio-psychological attributes of community and their relation to food systems. Dr Mishra has supervised several PhD students and she has published three books and various national and international papers in reputed journals.

Dr Des Nicholls is a professor at the School of Management, Marketing and International Business at the Australian National University, from which he also received his PhD. He has published over 50 research papers and two research monographs. His current research interests include the application and analysis of public policy issues to both the public and private sectors. Recent research has related to the detection and management of inappropriate practice in the medical profession; accounting for the impact of inflation in the defence industry; the development of a scorecard system for the measurement of defence contractor performance; and, as a result of the implementation of a National Competition Policy by the Australian Government, the restructuring and management of the taxi transport industry in Australia.

Dr Suresh H. Patel is Professor of Business and Enterprise at Birmingham City University. He received his PhD from the Open University and has published in several journals, including *Independent Grocer*, *Kingston University Working Paper Series*, *Management Review*, *New Community*, *New Life Publications*, *New Society*, *Open University Working Paper Series* and *Sundridge Park*. His textbook contributions include work with the Oxford University Press. Professor Patel's research interests focus on Asian retailing, ethnic minority businesses, insurance in inner cities, business support evaluation, entrepreneurship and ageing, and waste management. He has served on the board of a number of community-based business support and funding agencies.

Dr Eugenio Avila Pedrozo is Professor of Strategy, Interorganizational Relationships and Sustainable Innovation at the Federal University of Rio Grande do Sul, where he is

Director of the Center for Studies and Development in Agribusiness (CEPAN) and Leader of the Group of Studies in Organizations (GESTOR). Professor Pedrozo received his PhD from the Institut National Polytechnique de Lorraine. He has published in *International Food and Agribusiness Management Review*, *Management Decision*, *Management Internationale*, and the *SCMS Journal of Indian Management*, among others. Professor Pedrozo's research interests include interorganizational relationships, strategy, sustainable development, innovation, agribusiness, system analysis and complexity. He serves on the board of several journals.

Dr Hillary Shaw is a senior lecturer at Harper Adams University College. He received his PhD from the University of Leeds. Dr Shaw has published in *Geografiska Annaler*, the *International Journal of Baudrillard Studies* and *Social Responsibility Journal*. His research interests include consumer access to food, the psychology and economics of food purchasing, corporate social responsibility, and global and local developments in the food retailing sector. He has provided consultancy services on food access to a number of agencies, including local government, non-governmental organizations, national and local media, and the education sector.

Anamika Singh investigates the nutritional values of traditional foods. She has completed her M.Sc. thesis on *Adi Traditional Food Systems and Bio-cultural Knowledge* and has published four research articles in the *Journal of Traditional Knowledge*. She recently presented a paper about traditional foods and communication patterns in the traditional community of Arunachal Pradesh at a national conference in India. Currently, she is engaged in a project pertaining to the traditional foods of traditional communities of Arunachal Pradesh and entrepreneurship development.

Dr Ranjay K. Singh is Assistant Professor of Agricultural Extension at the Department of Extension Education and Rural Sociology, College of Horticulture and Forestry, Central Agricultural University. Dr Singh is an honorary associate scholar for the Centre of World Indigenous Studies, Olympia. He works at the interfaces of society and bio-cultural knowledge systems and has completed several projects and organized various workshops and seminars on the issues of bio-cultural knowledge, livelihood and sustainable development; he also studies the added value of traditional foods and bio-cultural knowledge for conservation and the protection of intellectual property among traditional communities of India. Dr Singh has presented many research papers at various national and international conferences and given seminars and keynote speeches. His research has aided many international and national agencies and appears in many books, research articles, inventories and short communications about traditional ecological knowledge systems and the conservation of bio-cultural knowledge systems.

Dr Ivo A. van der Lans is an assistant professor in the Marketing and Consumer Behaviour Group of Wageningen University. He received his PhD from Leiden University. Dr van der Lans has published in several journals, including *Appetite*, the *European Review of Agricultural Economics*, *Food Policy*, the *International Journal of Research in Marketing*, *Risk Analysis* and *Psychometrika*. His main research interest is in the application of more advanced data analysis techniques for studying consumer behaviour. He regularly acts as a reviewer for the *European Review of Agricultural Economics* and *Psychometrika*.