

RAE-REVISTA DE ADMINISTRAÇÃO DE EMPRESAS (JOURNAL OF BUSINESS ADMINISTRATION)

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CALL FOR PAPERS

THE BUSINESS OF EATING: ENTREPRENEURSHIP AND CULTURAL POLITICS

Deadline: July 31st 2017

Guest Editors: Jeffrey Pilcher (University of Toronto), Krishnendu Ray (New York University),
Eliane Brito (FGV/EAESP), Marina Heck (FGV/EAESP)

PURPOSE OF THE SPECIAL ISSUE

The sale of food is simultaneously the world's biggest business and a site of innumerable micro-level transactions in which itinerant street vendors compete, albeit on an unequal basis, with transnational giants like McDonald's and Walmart. This special issue will further our understanding of these complex markets by encouraging conversations across disciplinary and national boundaries between scholars of management, social sciences and humanities in the global North and

South. We seek a robust understanding of the possibilities and restraints on culinary entrepreneurship. We build on the concept of "culinary infrastructure" to highlight linkages between the material nature of food systems and production, on the one hand, and the symbolic and social realm of culinary cultures. We encourage theoretical and empirical studies that illuminate the myriad networks connecting high and low cuisine.

THEMES AND TOPICS

The guest editors welcome submissions related, but not limited to, the following topics:

- **Food History and Cultures**
 - Food meanings
 - Cultural transformations – habits, ingredients, preparation
 - Culinary Capital and Society
 - Diaspora and Kitchen Labour
- **Food Infrastructure**
 - Innovation and Technology
 - Markets
 - Global and Local
 - Supply networks
 - Governance and Social Impact
- **Food Politics**
 - Business Models
 - Entrepreneurship
 - Sustainability
 - Community
 - Regulation
 - Tourism
 - Health issues
- **Food and Spectacle**
 - TV shows
 - Social media
 - Food identity

SUBMISSION OF PAPERS

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. To be eligible for review the paper must be set up according to the RAE's guidelines (available at www.fgv.br/rae) The papers must be written in English. The submission must be made through ScholarOne system at <http://mc04.manuscriptcentral.com/rae-scielo>. Suitable papers will be subjected to a blind review.

Please address questions to **Marina Heck** (marina.heck@fgv.br).

MAIN REFERENCES

We expect this issue to cover a broad interdisciplinary area and the references below are just a few suggestions:

Culinary infrastructure [Special issue]. (2016). *Global Food History*, 2(2).

Long, L. (Ed). (2003). *Culinary Tourism*. Lexington, USA: University Press of Kentucky.

Ray, K. (2016). *The ethnic restaurateur*. New York, USA: Bloomsbury.

Ray, K., & Srinivas, T. (Eds). (2012). *Curried cultures: Globalization, food and South Asia*. Berkeley, USA: University California Press.

Watson, J., & Caldwell, M. (Eds). (2011). *The cultural politics of food and eating: A reader*. New York, USA: Blackwell.