

HoFoW2026

Welcome to the Hospitality, Food & Wine Conference!

Please find below information on the program and venues. Names in **bold** are attendees.

Ask questions to local organizers (those with a green band on their badge).

You can access papers at: <https://app.box.com/s/abpdygt60hm8nxzbabejjmikfg7bf9t>

Thanks again for joining. We wish you the best of times in the world capital of gastronomy, as famous critic Curnonsky proclaimed 101 years ago.

Program

Monday, May 18: Université Lyon 3

09:00 to 10:00, Session 1 (room: Amphi Huvelin)

Opening Plenary — Chair: **Isabelle Royer**

Marie-Christine Chalus (Director, iaelyon, Université Lyon 3)

Welcome

Pascal Isoard-Thomas (Director, Habitat & Humanisme)

Opening Keynote



10:00 to 10:30 Coffee break (room: Boris Starck)

10:30 to 12:00, Parallel sessions 2a/2b

Room: Amphi Huvelin

Chair: **Grégoire Croidieu**

Natalia Agrel, Carmelo Mazza, Jesper Strandgaard

Unexpected outcomes of regulating competitive events: Formula 1 and Bocuse d'Or

Camille Doche, Olivier Chatain

When producers leave cooperatives: The interplay between shared and common-pool resources

Peter Foreman, Randall Westgren

Evaluations of collective identity in a meta-organization: Member and customer commitment to wine trails

Room: Salle Caillemer

Chair: **Wren Montgomery**

Tom Elfring

Farm-to-table movement: Role of entrepreneurial networking in development of food entrepreneurs

Nathalie Louisgrand, Amélie Boutinot, Silviya Svejenova

"Heavy is the crown": Craftmakers' narratives and identity tensions following elite recognition

Marselia Tan

Emotions and emergence: How entrepreneurs manage consumers' aversive emotions to sustainable insect-as-food products

12:00 to 13:30 Lunch break (room: Boris Starck)

13:30 to 15:00, Session 3 (room: Amphi Huvelin)

Chair: **Jesper Strangaard**

Marco Bottura, Isabelle Royer

From category adoption to collective identity: The co-evolution of volcanic wines and regional differentiation in the French wine industry

Grégoire Croidieu, Walter W. Powell

A delicate list

Hovig Tchalian, Maxim Voronov

The letter of the spirit: The legal construction of status-based authenticity claims

15:00 to 15:30 Coffee break (room: Boris Starck)

15:30 to 17:00, Parallel sessions 4a/4b

Room: Amphi Huvelin

Chair: **Manon Michal**

Xijie Fu, Jacky Hong

Overcoming resistance for CSR implementation through dynamic capabilities in hospitality industry: A case study

Hannah Mormann

Food works: Food as a pacemaker of breaks in the age of generative AI

Heidi Vähäniikkilä

Advancing future-ready, sustainable business development: Insights from the tourism, HORECA, and event industries in Finland and Malaysia

Room: Salle Caillemer

Chair: **Hovig Tchalian**

Daphne Demetry, Gillian Gualtieri, Jo-Ellen Pozner
Control, care, and culinary justifications: How chefs blend old and new forms of management

Peixin Li, Anne-Marie Lebrun, Isabelle Frochot
Staging authenticity? Consumer perceptions of Bouillon restaurants

Jean-Christian Tisserand, **Florine Livat**, Alicia Gallais

Expert characteristics and willingness to pay: Evidence from wine tasting

18:30 to 20:00, Session 5: Hotel Fourvière (room: Salon des Canuts)

Chair: **Marco Bottura**

Ekin Ilseven and Liliana Dinis

The Return of Tradition: Torna Viagem Moscatel
Wine tasting, sponsored by José Maria Da Fonseca



20:00, Gala Dinner: Hôtel Fourvière

Tuesday, May 19: emlyon

08:30 to 10:00, Session 6 (room: D3-107)

Opening Plenary — Chair: **Natalia Agrel**

Vicky Y. Chen, Yibin Berry Zhou, **Pearl M.C. Lin**, Chen Jason Zhang

Embodied practices in the kitchen: A contingency study of chef precision matching training methods

Giorgia Di Summa, Sai Kalvapalle, Pursey Heugens

"In vino veritas": A psychodynamics study of emotional self-regulation by Portuguese wine bar founders

Manon Michal

Making rule-breaking behavior great: Middle-manager's normalizing rule-breaking behaviors in the fast-food industry

10:00 to 10:30 Coffee break (room: Executive Café)

10:30 to 12:00, Parallel sessions 7a/7b

Room: D3-107

Chair: **Tao Wang**

Benedetta Abagnale, Nikolaus Beck, Margarita Cruz

Against all odds: When an industry lacks cultural support – and develops nonetheless

Natalia Agrel, Etienne Caperon, Hélène Delacour

Temporary gatherings, lasting outcomes: placemaking in event legacy organizing

Giada Clory Mazzi, Michael Gibbert

Authenticity beyond the plate: Coordinating practices across agri-hospitality systems

Room: D3-118

Chair: **Saverio Favaron**

Sébastien Liarte

Claiming the "king of wines": Categorical affiliation work and struggles for legitimacy in the European wine field

Miika Salmi Lipiäinen

Whisky goggles: How high-status curators use strategic ambiguity to guide evaluation of category offerings

Magdalena Winkler, Mia Raynard

Coordination without closure: How the cultivated meat category enables market action amid irreconcilable claims

12:00 to 13:30 Lunch break (Restaurant La Table)

13:30 to 15:30, Session 8 (room: D3-107)

Chair: **Daphne Demetry**

Karim Ben Slimane, Damien Chaney, Eero Vaara, **Tao Wang**

Between memories and market. Relegitimation of absinthe in France since 1980s

Saverio Favaron, Giada Di Stefano, Giulia M. Barbi

Status shocks and competitive reactions: Evidence from the restaurant industry

A. Wren Montgomery, **Thomas P. Lyon**

Greenwash in moral markets: How challengers contest incumbent standards

Samira Reis, Alicia Barroso, Xiaofei Qu

Authenticity under crisis: How adaptive communication weakens its protective effect

15:30 to 16:00 Closing & Coffee break (room: Executive Café)

Chair: **Bernard Forgues**

Feedback & next year's conference

Venues

⚠ Watch out: the conference is held in different venues: we want you to discover our beautiful city!

Besides, note that for buses and tramways, you can pay on board with you bank card.

Université Lyon 3 (Monday)

Address: 15 Quai Claude Bernard, 69007 Lyon.

Public transit: • Tramway T1 (stop: Rue de l'Université)

• Métro D (stop: Guillotière-Gabriel Péri; then Tramway T1)

• Bus 35 (stop: Rue de l'Université)

Hotel Fourvière (Monday evening: last session + wine tasting + dinner)

Address: 23 Rue Roger Radisson, 69005 Lyon.

Public transit: • Métro D (stop: Vieux Lyon - Cathédrale Saint-Jean) then Funiculaire 1 (stop: Saint-Just), then 8-minute walk.

• Bus C21 (stop: Trion), then 8-minute walk.

emlyon (Tuesday)

Address: 144 Avenue Jean Jaurès, 69007 Lyon.

Public transit: • Métro D (stop: Place Jean Jaurès)

• Tramway T2 (stop: Place Jean Macé)

• Bus C7 (stop: Lortet)

