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GTA posts advertised for Sheffield Business School

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Reply-To: CHEFS email list <SHU-CHEFS@jiscmail.ac.uk>
To: SHU-CHEFS@jiscmail.ac.uk

7 April 2022 at 21:41

Dear CHEFS list,

Sheffield Business School is currently advertising several GTA PhD scholarship opportunities in Hospitality, Tourism, Events and Food & Nutrition (full details on the [FindAPhD page](#), and on the [SHU website](#)). One of the projects is aligned with CHEFS. We are keen to attract a strong pool of applicants: ***please can you share widely with your networks?***

Graduate Teaching Assistant PhD Scholarship opportunity:

Food events, 'sustainability imaginaries' and shaping consumer perceptions and behaviour

This project aims to improve the sustainability of regional food systems through the platform of food events (e.g. food festivals, farmers markets, agricultural shows), focusing on Yorkshire/Northern England. It explores the construction of food sustainability 'imaginaries' (Taylor 2004): normative conventions and expectations as to what constitutes sustainable food systems, and how people imagine everyday life (e.g., eating, purchasing, choosing, growing), and their roles, identities and relations to others in a sustainable food system. Building on previous examinations of food events as drivers of sustainability (Lin & Bestor 2020; Organ et al 2015; Star, Rolfe & Brown 2020; Williams et al 2015), the research will:

- (1) generate a comprehensive account of how 'food sustainability imaginaries' are constructed through a food event's experiential, material and communicative dimensions;
- (2) devise and evaluate a food event-based intervention through which to enhance consumers' practices and behaviours in relation to the environmental, socio-cultural and economic sustainability of food.

Deadline for submissions 18 May, noon.

Further project details available on our [blog page](#). To discuss the project, please contact Professor Jennifer Smith Maguire (j.smith1@shu.ac.uk)

Thanks!

Cheers, Jen

Jennifer Smith Maguire

Professor of Cultural Production and Consumption

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CHEFS, Culture, Health, Environment, Food and Society Research Cluster

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Latest publications:

Charters, S., Demossier, M., Dutton, J., Harding, G., Smith Maguire, J., Marks, D. & Unwin, T. (Eds). 2021. *The Routledge Handbook of Wine and Culture*. London: Routledge. [ISBN: 9780367472900] **20% discount until 30 April 2022 (code ASM02)**

Smith Maguire, J. 2021. Towards a sociology from wine and vina aperta. *Journal of Cultural Analysis and Social Change*, 6(2): 10.

Smith Maguire, J. & Charters, S. 2021. Aesthetic Logics, *Terroir* and the Lamination of Grower Champagne. *Consumption, Markets and Culture*. 24(1): 75-96.

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