Track 1 Documents for Reconceptualizing Food Access

Track Name:

Reconceptualizing Food Access: Towards Meaningful Food Inclusion Through the Multicultural Marketplaces Lens

Short Track Description:

This track invites scholars and practitioners to reconceptualize food access as more than the availability or affordability of food. Through a multicultural marketplaces lens, we explore meaningful food inclusion: consumers' ability to access food safely, equitably, and in ways that support health, cultural and religious identities, ethical commitments, social participation, and belonging. Participants will collaboratively develop a conceptual framework and research agenda for more inclusive food systems, policy, and marketplace practice.

Extended Track Description:

Track Theme: Reconceptualizing Food Access: Towards Meaningful Food Inclusion Through the Multicultural Marketplaces Lens

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This track aims to explore whether food access should be reconceptualized from a question of resource availability to one of meaningful marketplace participation in multicultural societies. Through dialogue across disciplines, track participants will co-develop the conceptual building blocks of a meaningful food inclusion framework and explore its implications for research, policy, and practice.

Migration, globalization, and cultural diversification are reshaping food marketplaces, making it increasingly important to understand whether existing conceptualizations of food access adequately address marketplace inclusion and well-being of consumers navigating health conditions, food allergies, ethical, religious and cultural food beliefs, and dietary restrictions. Access to food as a fundamental prerequisite for consumer well-being has traditionally been conceptualized through structural and material perspectives (Scott & Vallen, 2019), including geographic access (e.g., proximity to supermarkets), supply-side availability (e.g., distribution systems and retail infrastructure), economic access (e.g., household financial resources), public health (e.g., diet-related disease prevention), and socioeconomic, racial and ethnic disparities (e.g., inequalities in income and access to healthy food environments). Although advancing our understanding of structural barriers to nutritious food, these contributions devote less attention to whether consumers can access foods that enable them to participate equitably in social life, express identities, practice traditions, and religious or ethical beliefs.

In parallel, the food well-being literature expands our understanding of food as more than a source of nutrition, highlighting its psychological, emotional, social, and cultural contributions to identity, family traditions, and community (Block et al., 2011). Similarly, multicultural marketplaces research (Demangeot et al., 2019; Kipnis et al., 2019) highlights food as a medium through which consumers negotiate cultural identities and perceive marketplace inclusion. For example, Mexican immigrants negotiate the authenticity

of Tex-Mex cuisine as part of a broader processes of cultural identity negotiation (Ibarra-Cantu and Cheetham, 2021). Yet, while highlighting the depth and breadth of cultural meanings consumers attach to food, these contributions have largely evolved separately from the food access literature. Furthermore, meaningful food inclusion extends beyond cultural representation to encompass consumers' ability to safely, respectfully, and equitably participate in food marketplaces regardless of cultural background, health conditions, religious practice, ethical commitments, or dietary restrictions. This raises an important question for TCR scholars: Should food access be expanded to include cultural, relational, and identity-based forms of inclusion?

This track invites participants to examine situations in which physical food access may not translate into meaningful food inclusion. Adopting a working definition of meaningful food inclusion as consumers' ability to both obtain food and to participate meaningfully and equitably in food marketplaces in ways that support well-being, physical safety and health, enable cultural and social identity congruence, and foster belonging, We aim to collaboratively refine this definition, co-develop the construct's dimensions and question whether meaningful food inclusion represents a useful extension of existing food access frameworks.

We envision that the dialogue in this track will result in (1) a collaboratively developed conceptual framework of meaningful food inclusion, (2) a research agenda identifying priority empirical questions and methodological approaches, and (3) a post-conference conceptual paper targeting journals such as *Journal of Public Policy & Marketing* or *Journal of Business Research*, which will inform practitioners and policymakers seeking to create more culturally inclusive and equitable food systems.

We hope to attract scholars working in multicultural marketplaces, food well-being, public policy, geography, sociology, anthropology, migration studies, food systems, nutrition, and public health, while also welcoming contributions from any other disciplines. We also invite contributions of practitioners in government and food policy organizations, refugee organizations, Indigenous food sovereignty and faith-based organizations, the retail sector, food banks and food-related charities, and any other interested practitioners.

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[2] Eva Kipnis is a Professor of Marketing and Director of Doctoral College at the University of Bradford, UK
[3] Samantha Cross is a Professor of Marketing and the F.W. Olin Distinguished Professor of Global Business at Babson College

References:

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2. Demangeot, C., Kipnis, E., Pullig, C., Cross, S. N. N., Emontspool, J., Galalae, C., Grier, S. A., Rosenbaum, M. S., & Best, S. F. (2019). Constructing a bridge to multicultural marketplace well-being: A consumer-centered framework for marketer action. *Journal of Business Research*, 100, 339-353. https://doi.org/10.1016/j.jbusres.2018.12.026
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5. Scott, M. L., & Vallen, B. (2019). Expanding the lens of food well-being: An examination of contemporary marketing, policy, and practice with an eye on the future. *Journal of Public Policy & Marketing*, 38(2), 127-135. https://doi.org/10.1177/0743915619831647

Track Chair Bios:

Track Chair 1: Irem Yoruk

Affiliation: California State University, Los Angeles



Irem Yoruk (Ph.D.) is an Assistant Professor of Marketing at California State University, Los Angeles. Her research examines consumer behavior and societal well-being in global and multicultural marketplaces, including marketplace inclusion, global identity, sustainability, brand transgressions, consumer forgiveness, and diversity and inclusion. Her work appears in leading journals, including the *Journal of Public Policy & Marketing*, and *Psychology & Marketing*. Dr. Yoruk is an active member of the Transformative Consumer Research community and the Multicultural Marketplaces Network. She serves on TCR's Digital Outreach and Communication Committee and co-organized the 2024 AMA Winter Pre-Conference on marketplace inclusion.

Track Chair 2: Eva Kipnis

Affiliation: University of Bradford



Eva Kipnis (Ph.D.) is Professor in Marketing and the Director of Doctoral College at the University of Bradford, UK. Her research examines culture-informed consumer behavior, branding, and the social impact of marketing representations of cultural diversity, including consumer perspectives on socially inclusive

technologies, vulnerability in servicescapes, and marketing's role in intercultural relations, inclusion, and resilience among underserved, disadvantaged, and war-affected consumers and communities. She received several awards for her research, with publications in top marketing journals. A committed TCR advocate, she serves on the TCR Advisory Committee, co-chaired the 2023 conference, and chaired tracks and participated in six TCR conferences.

Track Chair 3: Samantha N. N. Cross

Affiliation: Babson College



Dr. Samantha N. N. Cross is a Professor of Marketing and the F.W. Olin Distinguished Chair of Global Business at Babson College. She incorporates innovative multi-method approaches in her research, which examines the co-existence of cultural and sensory influences and societal forces on consumption, decision making and innovation. Her work has been published in top marketing journals, and she has received several awards for her research. She serves on the TCR Advisory Committee, serves on several editorial review boards, is an invited faculty mentor at doctoral symposia, and has participated as a member or co-chair in six TCR conference tracks.

Track Point of Contact:

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