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Food and Beverages Industry, E-commerce and Consumer Behavior in the COVID-19 Networked World: An Overview

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COVID-19 outbreak. The aim of this paper is: 1) to illustrate a holistic picture of Food and Beverages Industry (FBI) and nutrition projections in the COVID-19 networked world, and 2) to explore the complex interplay between all determinants of consumer behavior and their influence on the ways in which individuals perceive and consume FB. This overview draws from the current body of literature and accumulated knowledge on FBI, nutrition economics and consumer behavior, and is inspired by different approaches to chart forward a comprehensive consumer behavior model in order to develop solutions to adapt in any normal or emergency situations such as the COVID-19 pandemic. Results showed that populations are experiencing a new relation with FB, nutrition and healthy lifestyles. Security and safety matters in FB domain have increased as consequences of rising people immunity and fighting deaths. The “e” before FB concepts such as commerce, marketing, services, etc. implies an infrastructure that must be embraced by food businesses that want to keep their competitiveness. The progress of the Internet of things and the social media provides a platform for accelerated actions that could have major positive implications for FB and health industries in the post COVID-19 world. A new dynamic digital food system involving integrated nutrition economic issues such as e-commerce is a reality for suitable understanding of FB industrial and consumerism trends and projections worldwide. The insights and implications covered in this study provide several innovative and fundamental considerations to help navigate the global COVID-19 challenging situation, and stipulate important changes in the FB marketing and policies journey.



Biography

Dr Hamadeh earned her MSc and PhD from University of Montreal that were highly awarded in 2009 and 2015 from the UK Emerald Literati Network and the French Embassy respectively. She is an Associate Professor of *Public Health Nutrition* and Coordinator of *Nutrition* Department at Haigazian University; and a Postdoctoral Fellow in *Communication* Department at Northwestern University-Qatar. She has several publications on public health nutrition issues in reputed journals and keynote talks in national/international congress. Her publications proposed several comprehensive models to address innovative and integrated issues in nutrition and communication. She serves in executive International scientific committees/associations and works closely with ministries, organizations, WHO and international institutions on projects/community programs.

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