

CALL FOR PAPERS

Special Edition of the European Scientific Journal

INTERNATIONAL MARKET TRENDS RELATED TO THE SHIFT FROM FRESH TO FROZEN HORTICULTURAL PRODUCTS

SCOPE OF THE SPECIAL EDITION

This special edition invites scholarly contributions examining the transition from fresh to frozen horticultural product markets. Particular attention will be given to market opportunities, supply-chain transformation, international trade, consumer demand, and the future development of horticultural markets in Tanzania, East Africa, and beyond.

BACKGROUND AND RATIONALE

Frozen fruits and vegetables are increasingly important due to stable pricing, reduced logistics risks, extended shelf life, and compatibility with food manufacturing sectors such as juices, bakery, dairy, and ready meals. The edition aims to support comparative market research, forecasting, and policy-relevant discussion.

PAPERS ARE WELCOME IN

- Business, Management, and Marketing
- Entrepreneurship and Innovation / Adoption Theory
- Strategic Management and Strategy Theory
- Horticulture and Agribusiness

TYPES OF MANUSCRIPTS ACCEPTED

- Original Research Articles
- Review Papers
- Fresh and Frozen Market Studies
- Horticulture International Trade Analysis



Guest Editor
**Dr. Steven
Tumaini, PhD**

Department of Marketing, College of Business Education (CBE), Tanzania

Department of Market & Trade Investment (TAHA), Tanzania

Email: tumainisteve2018@gmail.com

IMPORTANT DATES

Submission deadline	June 15, 2026
----------------------------	----------------------

First peer review decision	July 15, 2026
----------------------------	---------------

Revisions due	August 15, 2026
---------------	-----------------

Final decision	August 30, 2026
----------------	-----------------

Publication date	August 31, 2026
------------------	-----------------

SUBMISSION INFORMATION

Language: English

Peer Review: Single-blind

Publication Fee: 97 EUR per accepted paper

Before submission, download the ESJ template and author guidelines.

SUBMIT YOUR MANUSCRIPT AS A MICROSOFT WORD DOCUMENT TO: contact@ejournal.org