



TENTH ANNUAL CONFERENCE  
BORDEAUX, FRANCE

**Hosted by University of Bordeaux  
co-organized by Bordeaux Sciences Agro,  
INSEEC Business School, and KEDGE Business School**

**JUNE 21-25, 2016**

**American Association of Wine Economists (AAWE)**

TENTH ANNUAL CONFERENCE  
BORDEAUX, FRANCE

**JUNE 21-25, 2016**

**PROGRAM**

## ORGANIZATION

### Local Team and Contacts

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**JUNE 21, 2016**

**16:30-20:00**

**WELCOME RECEPTION and REGISTRATION**

wine presented by Bordeaux Sciences MBS Students

Université de Bordeaux  
35 Place Pey Berland

**JUNE 22, 2014**

Université de Bordeaux, 35 Place Pey Berland

**8:00 – 9:00**

**REGISTRATION, Foyer**

<b>8:30 – 10:00</b>	<b>Session #1A: Marketing &amp; Consumer 1</b>	
<b>Room – Amphi Duguit</b>	<b>Chair: XXXXXXXX</b>	
Delphine Veissiere (MIB Trieste)		Customer Experience: A New Challenge for the Wine Industry
Kathy Kelley, Abigail Miller, Denise Gardner (Pennsylv State Univ), Bradley Rickard (Cornell), Ramu Govindasamy (Rutgers), Karl Storchmann (NYU)		Characteristics of Wine Consumers in the Mid-Atlantic United States: An Econometric Analysis
Geoffrey Lewis (University of Melbourne), Ross Lyman (Treasury Wine Estates)		Competing in 'No Man's Land' ... can Marketing Turn a Sow's Ear into a Silk Purse? An Experimental Study
J. Francois Outreville (Burgundy School of Business), Jean Desrochers (Sherbrooke University)		Consumer Behavior: An Experimental Investigation of Risk Taking when Buying Wine
Carlos Raúl Sánchez Sánchez, Celhay Franck (Montpellier Business School), Masson Josselin (Univ Haute-Alsace)		A Typology of the Chinese Wine Consumers
Riccardo Vecchio, Eugenio Pomarici, Andrea Dal Bianco (Univ of Padua), Athanasios Krystallis Krontalis, Polymeros Chrysochou (Aarhus Univ)		Analysis of Consumer Loyalty in the U.S. Sparkling Wine Market

<b>8:30 – 10:00</b>	<b>Session #1B: Export &amp; Markets</b>	
<b>Room – 1K</b>	<b>Chair: XXXXXXXX</b>	
William Foster, Oscar Melo, Gustavo Anríquez, (Pontificia Universidad Católica de Chile)		Identifying Successful Export Strategies of Chilean Wineries: A Panel Data Analysis of Firm Export Growth, 1995-2015
Jon Hanf, Yuchen Luo (Geisenheim University, GER), Yerko Moreno Simunovic (University Talca)		Exporting Chilean Wine to China from Small and Medium-Sized Enterprises: Strategies, Challenges and Prospects
Vasco Boatto, Luigi Galletto, Luca Rossetto, Luigino Barisan (University of Padova)		Supply Differentiation Strategies Based on Smart Enology: Evidence from Italian Wine Sector
J. Francois Outreville (Burgundy School of Business), Eric Le Fur (INSEEC Business School Bordeaux)		Does the Market Structure of Grape Varieties Impact Exports Performance? A DEA approach
Vicente Pinilla, Maria Isabel Ayuda, Hugo Ferrer (University of Zaragoza)		French Wine Exports, 1849-1938: A Gravity Model Approach
João Rebelo, Sofia Gouveia, Lina Lourenço-Gomes (Univ de Trás-os-Montes e Alto Douro)		The Determinants of Port Wine Exports: Recent Evolution

<b>8:30 – 10:00 Room – 1J</b>		<b>Session #1C: Business &amp; Management Chair: Nick Vink, University of Stellenbosch</b>
Gerard Eisterhold, Moss Bittner (Vox Vineyards Inc)		Exploring Diversity as a Business Strategy, and as a Marketable Experience in itself
Thi Hong Van Hoang, Beysül Aytac (Montpellier Business School), Laure Michel (Inter Council Languedoc Wines)		The Working Capital Management of Vineyards in France: A Quantitative and Qualitative Analysis
Andreas Kurth (Geisenheim University)		The Valuation of Wineries According to the Discounted Cash Flow Method: A Case Study Approach
Katrin Simon-Elorz (Universidad Pública de Navarra, Pamplona)		Competitive Advantage and Strategies of Wineries of Castilla-La-Mancha (Spain)
Nick Vink, Jenifer Piesse, Colin Thirtle (University of Stellenbosch), Beatrice Conradie (University of Cape Town)		The Efficiency of South African Wine Grape Producers
Gary Thompson (Cornell University)		Metrics for Managing Wine Inventories

<b>8:30 – 10:00 Room – 1L</b>		<b>Session #1D: Production Chair: XXXXXXXX</b>
Leon Geyer, David Mason (Virginia Tech)		Drone Down on the Vineyard---Toy, Trespass or Tool
Adeline Alonso Ugaglia, Stéphanie Peres (Bordeaux Sciences Agro), Marie-Claude Belis-Bergouignan (Univ of Bordeaux) Marie Lemarie-Boutry (Irstea)		The Narrow Path of Collective Appropriation of Biological Control Methods in Viticulture: The Case of Mating Disruption
Roberto Jara-Rojas, Alejandra Engler (Univ de Talca), Boris Bravo-Ureta (Univ of Connecticut)		Water Use Efficiency among Small and Medium Size Vineyards in Central Chile
Hayley Maynard, Amir Abadi, Mark Gibberd (Curtin University)		The Cost of Quality and Monetary Benefits of Adoption of Precision Viticulture Technologies
Dean McCorkle, Rebekka Dudensing, Ed Hellman, Dan Hanselka (Texas A&M Univ), Reeg Allen, Keith Gunnet (RE2, Inc)		Assessing the Economic Viability of Wine Grape Production in the U.S. and Possibilities for Robotic Technology Development
Anna Carbone, Luisangela Quici (Universita' della Toscana)		At the Core of Wine: The Age Dynamics of Italian Vineyards

<b>10:00 – 10:30: Room RE &amp; RG</b>	<b>Coffee Break &amp; Poster Session</b>
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<b>10:30 – 11:45 Room – Amphi Duguit</b>	<b>Session #2A: Experts Chair: XXXXX</b>	
Olivier Bargain (Aix Marseille University), Jean-Marie Cardebat (Bordeaux University and INSEEC)		History Matters, Gurus Too. Standardized Expert Scores of Bordeaux Fine Wines, Chateau Reputation Effects and the Traditional Classifications
Don Cyr, Lester Kwong (Brock University)		An Examination of Tail Dependence in Bordeaux <i>en Primeur</i> Prices and Parker Ratings: 2004-2010
Denton Marks (University of Wisconsin-Whitewater)		Are We Tasting the Same Thing? The Relevance of "Magnitude Matching" to Normalizing Fine Wine Ratings
Ulrich Sautter (Falstaff Magazine Germany)		How I taste Bordeaux en Primeur: Statistical Factor Analysis as an Objective Rating Tool and Guide to Purchase
Angelo Zago (University of Verona), Wanda Mimra (ETF Zurich), Pierre Fleckinger (Mines ParisTech)		Fancy a Burgundy - or a Bordeaux - AOC? On quality incentives in collective reputation architectures

<b>10:30 – 11:45 Room – 1K</b>	<b>Session #2B: Demand Chair: XXXXX</b>	
Alexandre Mondoux (ETH Zurich)		Estimating the Determinants of the Demand of Wine in Switzerland
Kate Pankowska (University of British Columbia)		Winery's Location, Neighbors, Reputation or Terroir? What Really Influences Prices of British Columbia, Canada VQA Wines?
James Seale, Manhong Zhu, Bo Gao (University of Florida)		China's Import Demand of Alcoholic Beverages: Beer, Wine, and Spirits and by Country of Origin
Ekaterina Vorotnikova (University of Idaho)		Comparing Import Demand for Wine Between the Western and Eastern United States
Lisha Zhang (Clemson University), James Seale (University of Florida)		Demands for Imported and Domestically Produced Red and White Wine in the

		United States
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<b>8:30 – 10:00</b> <b>Room – 1J</b>	<b>Session #2C: Competition &amp; Performance</b> <b>Chair: XXXX</b>	
John Antle, Susan Capalbo, Hongliang Zhang (Oregon State University)		Productivity, Cost and Profitability of Wine Grape Production in the U.S. Pacific Northwest: Econometric Analysis of Farm-Level Agricultural Census Data
Bernd Frick (University of Paderborn)		Reputation and Firm Survival in a Competitive Environment: Empirical Evidence from the German Wine Industry
Hildegard Garming, Kathrin Strohm, Walter Dirksmeyer (Thünen-Inst of Farm Econ), Alberto Menghi (Fondaz. CRPA)		Cost Effects of Environmental Legislation for Wine Grape Production in European and Non-European Countries
Eric Le Fur, Eric Braune, Benoit Faye (INSEEC Business School)		Performance Evaluation of the French Wine Sector: Application of the Data Envelopment Analysis
Stéphane Ouvrard (KEDGE Business School)		Strategic Performance Management in the Bordeaux Wine Industry: Business Model Analysis & Proposal for a Strategic Map

<b>11:00 – 12:30</b> <b>Room – 1L</b>	<b>Session #2D: Markets &amp; Trade</b> <b>Chair: XXXXXX</b>	
Antoine Bouët, Viola Lamani (University of Bordeaux), Charlotte Emlinger (CEPII)		International Trade, Quality Sorting and Trade Costs: The Case of Cognac
Stefano Corsi, Daniele Curzi, Alessandro Olper (University of Milan), Maryline Filippi (Bordeaux Sciences Agro)		The Bulk Wine Market. An Explorative Analysis of International Trade
Michel Couderc, Ana Lapascua (Conseil Interprofessionnel des Vins de Provence)		International Rosé Wine Markets: Volume Produced, Consumed, and Traded
Jacqueline Dutton (University of Melbourne)		The 1855 Bordeaux Classification Down Under: An Australian Wine Market Perspective
Isabel Bardají, Yuanbo Li (Universidad Politécnica de Madrid)		A New Wine Superpower? An Analysis of the Chinese Wine Industry



**12:30 – 14:00**

**Lunch Break**

Université de Bordeaux, 35 Place Pey Berland  
Room RE & RG

**14:00 – 14:30**

**Walking to Amphi Athénée Municipal**  
(about 10 minutes)

<b>14:30 – 15.45</b> <b>Room -</b> <b>Amphi Athénée Municipal</b>	<b>PLENARY SESSION</b>  <b>Welcome and Introduction</b>
<b>Karl Storchmann (New York University)</b>  <b>Jean-Marie Cardebat (University of Bordeaux)</b>  <b>Philippe Castéja (President, Conseil des Grands Crus Classés en 1855)</b>  <b>Orley Ashenfelter (Princeton University)</b>  <b>Luca Rossetto (University of Padova)</b>	

**15:45 – 16:15**

**Coffee Break**

<b>16:15 – 17:45</b> <b>Room – Athénée Municipal</b>	<b>PLENARY SESSION: AAWE Scholarships</b> <b>Chair: Orley Ashenfelter (Princeton University)</b>	
Giulia Meloni (University of Leuven, Belgium)		Bugs, Tariffs and Colonies. France and the Mediterranean Wine Trade in the 19th and 20th Centuries
Georgi T. Gabrielyan (UC Davis, USA)		Wine Trade and the Economics of Import Duty and Excise Tax Drawbacks
Marleen Marra (University College London, UK)		Do Wine Buyers at Auction Benefit from Higher Commissions?

**JUNE 22, 2016**

**Conference Dinner  
Rooftop INSEEC Business School**

**19:00 – about 23.00**

**Take Tram B from Stop “*Hotel de Ville*” towards  
“*Bassins à Flots*” to “Stop *Les Hangars*”**

**JUNE 23, 2016**

Université de Bordeaux, 35 Place Pey Berland

8:30 – 10:00 Room – Amphi Duguit		Session #3A: Sustainability 1 Chair: Dan Moscovici (Stockton University)
Robin Back (Univ of Central Florida), Karl Storchmann, Xingyang Liu (NYU)		Fair Trade Wine in the U.S.: Mark-Ups Along the Supply Chain
Olivier Gergaud (Kedge Business School), Magali Delmas, Jinghui Lim (UCLA)		Does Organic Wine Taste Better? An Analysis of Experts' Ratings
Wallace Huffman (Iowa State University), Jonathan McFadden (USDA-ERS)		Willingness-to-Pay for Natural, Organic, and Conventional Foods: The Effects of Information and Meaningful Labels
Daniel Moscovici (Stockton University)		Global Wine Certifications – Who, What, When, Where, How & Even Why?
Richard Sagala, Paulo Lopes (Kedge Business School), Larry Lockshin (University of South Australia)		Importance of Eco-Logo and Closure Type on Consumer Expectations, Price Perception and Willingness to Purchase Wines in Canada
Adeline Alonso Ugaglia (BSA) Jean-Marie Cardebat, Louis Dupuy (Univ Bordeaux), Savannah Sloop (Univ of St. Andrews)		Sustainability Certifications in the Wine Industry: What are the Drivers for Adoption?

8:30 – 10:00 Room – 1K		Session #3B: Experts, Tasting & Quality Chair: XXX one short
Dom Cicchetti (Yale University)		Opinion Versus Facts: A Bio-statistical Paradigm Shift in Oenological Research
Geoffrey Lewis (Melbourne Business School), Steve Charters (ESC-Dijon), Benoit Lecat (California Polytechnic)		The Impact of Setting on Wine Experiments: Is the Process of Wine Tasting Inherently Flawed?
Daniel Malter (Harvard Business School)		Status Rigidity and Quality
Stéphane Ouvrard (KEDGE Business School), Ian Taplin (Wake Forest Univ), Tom McCluskey (Dublin City Univ)		A Cellar Full of Collateral: Bordeaux vs Napa in the Search for Oenological Gold
Chris Bitter (University of Washington)		The Wine Buyer's Dilemma: Does it Pay Off to Pay More?

8:30 – 10:00 Room – 1J		Session #3C: Non-Wine, Taxes Chair: XXXX
Martin Cloutier (University of Quebec at Montreal), E. Michael Laviolette (Novancia Paris Business School), Sébastien Arcand (HEC Montreal)		Cider Wine Production in Quebec at the Economic Crossroads: A Mixed Method-based Perspective
Sonya Huffman (Iowa State University), Marian Rizov (University of Lincoln)		Life Satisfaction and Diet: Evidence from the Russian Longitudinal Monitoring Survey
Morten Scholer (MS-Coffee)		Coffee and Wine: A Comparison of the Value Chains, Ownership Structures and Sustainability Standards
Richard Volpe, Michael McCullough, (California Polytechnic State University), Michael Adjemian, Timothy Park (USDA)		Beer Purchasing Behavior, Dietary Quality, and Health Outcomes among U.S. Adults
Armando Maria Corsi, Larry Lockshin, Jordan Louviere (University of South Australia), Tiago Ribeiro (Indera)		A Taxing Experience: Using Quantity Choice Experiments to Model the Likely Effects of a Henry's Tax Reform in Australia
James Fogarty (University of Western Australia), Giri Parameswaran (Haverford College)		Optimal Alcohol Taxes for the US: Revisited

8:30 – 10:00 Room – 1L		Session #3D: Pricing 1 Chair: XXXX
Benoit Faye, Eric Le Fur (INSEEC), Jean-Marie Cardebat (Univ of Bordeaux), Philippe Masset (EHL Lausanne)		The Fine Wine Price: Product Heterogeneity vs Heterogeneous Agents?
David Hojman (University of Liverpool)		Luxury Wine from Where? 'Desperately-seeking-Veblen' Pricing Strategies of Emerging Premium and Fine Brands
Linda Jiao (University of Bordeaux)		Macroeconomic Determinants of the Price of Wines
Burak Kazaz, M. Hakan Hekimoglu (Syracuse Univ), Scott Webster (Arizona State Univ)		Wine Analytics: Fine Wine Pricing and Selection under Weather and Market Uncertainty
Philippe Masset, Jean-Philippe Weisskopf (EHL Lausanne), Benoit Faye, (INSEEC), Jean-Marie Cardebat (Univ of Bordeaux)		A Robust Index Construction for the Fine Wine Market
Philippe Masset (EHL Lausanne), Rainer Häberle (Vignes Dynamiques SA)		Segmentation and Price Dynamics on an Illiquid Market: The Tale of a Heterogeneous Wine Cellar

10:30 – 12:00 Room – Amphi Duguit	Session #4A: Sustainability 2 Chair: Maryam Hariri (New York University)	
Susan Cholette (San Francisco State University), Elmar Schlich (University Giessen)		Tracing the Carbon Footprint of Ravenswood Wine's Supply Chain to Germany
Walter Dirksmeyer, Andrea Bender, Hildegard Garming, Kathrin Strohm, (Thünen-Institut of Farm Economics)		Extreme Weather Events in Wine Grape Production: An Economic Assessment of Mitigation Measures at Farm Level
Britta Niklas (University of Bochum), Nick Vink (University of Stellenbosch)		Impact of Annual Weather Changes on Yields and the Distribution of Grape Varieties in Different Wine Regions of South Africa
Adeline Alonso Ugaglia, Eric Giraud-Heraud, Stéphanie Pérès (Bordeaux Sciences Agro), Yves Surry (SLU Uppsala)		Adaptation Strategies of Bordeaux's Wine Producers to Face Climate Change
Alastair Reed, Nicola Cooley (Melbourne Polytechnic), Dan Moscovici (Stockton University), Mark Matthews (The Wine Creche)		A Low-Cost, Easy to Implement Sensor System to Underpin Modern Winery Sustainability Schemes and Third-Party Financing
Rebekka Schütte, Elke Plaas (University of Göttingen)		Economic Effects of an Herbicide Reduction in Viniculture - A Modelling with the Policy Analysis Matrix

10:30 – 12:00 Room – 1K	Session #4B: Marketing & Consumer 2 Chair: XXX	
Justin Cohen, Armando Corsi, Larry Lockshin (University of South Australia)		Establishing Benchmarks of Awareness, Perceptions and Shopper Behavior in the China Wine Market
Georges Giraud, Monia Saida (Université Bourgogne Franche-Comté)		Influence of Information on Hedonic Appreciation of Burgundy Red Wines
JD Lee (MSU Denver), Nils Olsen, Vanessa Perry (George Washington University)		In The Zone: The Impacts of Cognitive Resource Depletion on Wine Consumption
Anne Sharp, Byron Sharp (University of South Australia)		What Wine Shoppers Decide Before They Enter and What They Notice In-Store
Anne Sharp, Byron Sharp (University of South Australia)		How Wine Shoppers Behave In-Store and Implications for Marketing
Haiyan Song (Hong Kong Polytechnic Univ), Bill Gartner (Univ of Minnesota)		Does Objective Information Affect Consumers' Willingness to Pay for Wines? –

Byron Marlowe (Washington State Univ)	An Experiment
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<b>10:30 – 12:00 Room – 1J</b>	<b>Session #4C: Emerging Regions, Contracts Chair: XXX</b>	
Jon Hanf (Univ Geisenheim), Artur Grigoryan (ICARE Yerevan), Zaruhi Muradyan (EVN Wine Acad. Yerevan)		An Analysis of the Competitiveness of the Armenian Wine Business
Marcin Czapryna, Paweł Oleksy (Cracow University of Economics)		Agent-Based Modeling of Viniculture Developments in Emerging Markets. Empirical Evidence from the Lesser Poland Wine Region
Alfredo Coelho (Bordeaux Sciences Agro)		Determinants of Payment Methods in Mergers and Acquisitions in the International Wine Industry
Fabien Candau, Julie Schlick (Univ de Pau), Florent Deisting (Ecole Supérieure de Commerce de Pau)		Income and Crowding Effects on the World Market for French Wines
S. Kubra Canhilal (University of Lugano)		An intermediary's Two Sided Legitimacy Problem: The Case of Wine-Brokers: Part 1
Pilar Jano (Adolfo Ibañez Univ), Brent Hueth (University of Wisconsin-Madison)		Careers in Arm's-Length Contracting: Evidence from the Chilean Wine-grape Market

<b>10:30 – 12:00 Room – 1L</b>	<b>Session #4D: Tourism 1 Chair: Robin Back ( University of Central Florida)</b>	
Robin Back, Diego Bufquin, Jeong -Yeol Park (University of Central Florida)		Iconic Hotels Meet Historic Wineries: The Effects of "Starchitecture" on Wine Tourism, Brand Perception, and Consumer Behavior
Jennifer Laing, Warwick Frost (La Trobe University)		Fantasy Architecture Within Winescapes: A Comparative Case Study of the Napa Valley and Rutherglen Wine Regions
Warwick Frost, Jennifer Laing (La Trobe University)		Storytelling and Heritage in Wine Marketing and Tourism
Axel Dreyer (Harz University)		A Pedelec Tour to the Vineyards - Development of Wine-Cycle Routes for Electric Bikes in Franconia/ Germany
João Rebelo, Lina Lourenço-Gomes, Cristina Ribeiro (Universidade de Trás-os-Montes e Alto Douro)		The issue of Economic Valuation of Wine Regions World Cultural Heritage: The Residents' Perceptions and Visitors Profile of the Alto Douro Wine Region

Albert Stoeckl (Krems Univ of Applied Sciences), Wolfram Rinke (Burgenland Univ of Applied Sciences), Andreas Eisingerich (Imperial College London)	Identifying Relationships between Place and Experience Parameters and Consumer Evaluations in a Wine Tourism Context
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<b>12:00 – 13:45</b>	<b>Lunch Break</b> Université de Bordeaux, 35 Place Pey Berland Room RE & RG
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<b>13:45 – 15:15</b> <b>Room – Amphi Duguit</b>	<b>Session #5A: Investments &amp; Auctions</b> <b>Chair: XXX</b>	
Stephen Bazen (Aix-Marseille University), Jean-Marie Cardebat (Bordeaux University)		Forecasting Bordeaux AOC Wine Prices Using State Space Methods
Stéphanie Prat, Eric Le Fur (INSEEC Business School), Alessandro Montrone (Università degli Studi di Perugia)		Taxonomy and Dynamics of Main Alternative Assets: Evidence from Short- and Long-Run Price Co-Movements
Jean-Philippe Weisskopf, Philippe Masset, Pablo Charosky (Ecole hôtelière de Lausanne)		The Price of Perfection
Joseph Breeden (Prescient Models LLC), Sisi Liang (BCG Platinion)		Auction Price Dynamics for Fine Wines from Age-Period-Cohort Models
Andreas Kurth, Jon H. Hanf (Geisenheim University)		Wine Auctions as a Sales Channel – the Case Study of the VDP Wine Auction of Kloster Eberbach
Paul Merton (Ethos Wines Group, Inc.)		Fine Wine: A Fine Goal-Based Investment?

<b>13:45 – 15:15</b> <b>Room – 1K</b>	<b>Session #5B: History, Trade &amp; Politics</b> <b>Chair: XXX</b>	
Kym Anderson (University of Adelaide), Glyn Wittwer (Victoria University)		Global Wine Markets in 2020: Impacts of New Free Trade Agreements
Serhat Asci, Mechel Paggi, Fumiko Yamazaki (California State University, Fresno)		The Impact of the Transatlantic Trade and Investment Partnership (TTIP) on Wine Trade for the US
Paola Corsinovi, Davide Gaeta (University of Verona)		The EU Wine Policy Orientations Through the Budget Expenditure Analysis (1970-2015)
Steve Stein (Univ of Miami)		Wine and Politics in Argentina, 1950-1980
Richard Yntema (Otterbein University)		The Popularization of Wine Consumption in the Early Dutch Republic: Dutch Merchant Communities in France and the Political Economy of Wine Consumption in

	Holland
Julie McIntyre (University of Newcastle)	The Political Economy of the Colonial Australian Wine Industry

<b>13:45 – 15:15</b> <b>Room – 1J</b>	<b>Session #5C: Wine and the Internet</b> <b>Chair: XXX</b>	
Omer Gokcekus (Seton Hall University), Miles Hewstone (Oxford University)		Social Influence on Online Wine Evaluations at a Wine Social Networking Site: Effects of Consensus and Expertise
Coralie Haller (EM Strasbourg Business School), Louis Benjamin, Jean-Louis Vezien (Alsace Region Council)		Development of a Regional Digital Strategy: The Case of the "wine.alsace" Domain Name
Douglas Nelson (Tulane Univ), Kym Anderson (Univ of Adelaide), Joe Francois (World Trade Institute), Glyn Wittwer (Victoria Univ)		The World Wine Web: Structure and Dynamics of the Global Wine Economy
Luca Rossetto, Vasco Boatto, Luigi Galletto, Luigino Barisan (Univ of Padova)		The Wine 2.0 in Italy
Edith Rueger-Muck, Gerhard Raab, Peter Merdian (Univ of Applied Sciences Ludwigshafen)		Investigation of Perceived Emotions on Wine Selling Websites
Andrea Viberti, Danielle Borra, Stefano Massaglia, Andrea Dal Vecchio, Alessio Marco Lazzari (University of Torino)		Differences in Using Online Communication Tools in Piedmont, Tuscany and Bordeaux

<b>13:45 – 15:15</b> <b>Room – 1L</b>	<b>Session #5D: Tourism 2</b> <b>Chair: XXX one short</b>	
Roberta Capitello, Diego Begalli (University of Verona), Lara Agnoli, Steve Charters (ESC Dijon)		Assessing the Role of Wine in Shaping Destination Images: A Discrete Choice Model Approach
Emiliano Villanueva (Eastern Connecticut State University), Daniel Moscovici (Stockton University)		Sustainable Wine Tourism Development in Burgeoning Regions: New Jersey and Connecticut Wine Industries Structural Dimensions and their Wine Tourism Product
David Menival (ESC Dijon), Joanna Fountain (Lincoln University)		Can Wine Tourism Accelerate the Luxury Image for a Wine Region? Application to French Wines in the Chinese Market
Kyuhoo Lee (Sonoma State University), Melih Madanoglu (Florida Atlantic University), Anisya Fritz (Lynmar Estate)		Investigating the Effects of Service Quality on Winery Visitors' Satisfaction



Stefano Castriota (Università di Bolzano)	Surviving the Wine War
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**15:15 – 15:45 Room Re & RG**

**Coffee Break & Poster Session**

<b>15:45 – 17:30 Room – Amphi Duguit</b>	<b>Session #6A: Experts &amp; Reputation Chair: XXXX</b>	
Philippe Masset, Jean-Philippe Weisskopf (Ecole Hôtelière de Lausanne)		The Influence of Expert Opinions in a Status-Oriented Market
Benoit Lecat (California Polytech), Claude Chapuis, Joelle Brouard, Laurence Cogan-Marie (ESC Dijon)		The Winegate Affair and the Emergence of Small Wineries in Burgundy
Emmanuel Paroissien (University of Bordeaux)		Insights from the Entry-Level Bordeaux Wine Market: Vintages as a Commodity
Margaux Vannevel, Jeanne Brand, Valeria Panzeri, Nick Vink (Stellenbosch University)		Marketing Wines to South African Millennials: The Effect of Expert Opinions on the Perceived Quality of Pinotage Wines
Peter Pedroni (Williams College), Alex Albright (Stanford University)		The Role of Social Media and Expert Reviews in the Market for High-End Goods: An Example From The Market for High-End Wines
Angelo Zago (Univ of Verona), Jianyu Yu (Southwestern Univ of Econ & Finance Chengdu), Zohra Bouamra- Mechemache (Toulouse School of Econ)		What's in a Name? Information, Heterogeneity, and Quality in a Theory of Nested Names
Michael Visser (ENSAE-CREST)		Medals and Wine Prices

<b>15:45 – 17:30</b> <b>Room – 1K</b>	<b>Session #6B: Co-Ops &amp; Industrial Organization</b> <b>Chair: XXX</b>	
Cynthia Howson (University of Washington Tacoma), Pierre Ly (University of Puget Sound)		"Proper Divorce Saves Both Sides:" Foreign Partnerships, Coopetition and Industrial Upgrading in Chinese Wine
Alessandro Corsi, Simonetta Mazzarino (University of Torino)		To Make Wine, to Sell the Grapes or to Deliver them to the Cooperative: Determinants of the Allocation of the Grapes
Pilar Jano (Adolfo Ibañez University)		Collective Action in Agriculture: The Case of Winegrape Farmer Cooperatives in Chile
Louis-Antoine Saisset (Montpellier SupAgro), Maryline Filippi (Bordeaux Sciences Agro)		Intangible Investments in Wine Co-Ops: Catalyzers Between Governance and Financial Performance
Justine Valette, Paul Amadieu, Patrick Sentis (Univ of Montpellier)		Survival in the French Wine Industry: Cooperatives versus Corporations
Johan Wiklund (Syracuse Univ), Ana Perez-Luno Robledo (Univ Pablo Olavide), Robert Nason (Concordia Univ)		Divergent Effects of Inter-Firm Collaboration on Product Quality and Growth
Sylvaine Castellano (Paris School of Business), Insaf Khelladi (ICN Business School)		The Influence of Organizational Status on Price and Legitimacy in the Bordeaux Wine Region

15:45 – 17:30 Room – 1J		Session #6C: Marketing & Consumer 3 Chair: XXXX	
Michael Ahlheim, Jan Neidhardt (University of Hohenheim, Stuttgart)			Sour Grapes? - Characterizing Consumers' Tastes for Table Grapes in a Choice Experiment
Ping Lei (INSEEC Business School), Alain Jolibert (UMPF Grenoble)			The Effect of Product Buying Situational Cues on Consumer's Red Wine Choice: Chinese vs. French Consumers
François Durrieu, Reanaud Lunardo (Kedge Business School),			Designing Labels and WTP for Wine: The Effects of Typical, Fun and Local Front Labels for Bordeaux Wines
Ben Lawrence (Cornell University)			Exploring the Influence of Numbers and Shapes on Wine Labels
Geoffrey Lewis (University of Melbourne)			A Strategic Approach to the Analysis of Global Wine Industry Positioning
Olivier Bargain (Aix Marseille University), Jean-Marie Cardebat (University of Bordeaux), Alexandra Vignolles (INSEEC Business School)			Crowdfunding in Wine: A Super <i>En Primeur</i> Market?
Jon Hanf (Geisenheim University), Irina Ghaplanyan, Vahe Keushguerian (Seminar Consulting), Vardan Urutyan (ICARE), Aram Babayan (GIZ Armenia)			A 'New' Wine World: The Historic World. A New Regional Concept and its Marketing Implications

15:45 – 17:30 Room – 1L		Session #6D: Wine in Arts & Restaurants Chair: Olivier Gergaud, KEDGE Business School
Eric Beau (Université de Bourgogne)		'Fine Arts and Wine': Painters show us the world of wine, its history, role and uses
Bradley Rickard, Isoble Rubin (Cornell University), Olivier Gergaud, Hervé Remaud (Kedge Business School)		Product Diversity and Consumer Choice in Markets for Wine, Beer, and Spirits
Bernard McEvoy, David Martin (Ryerson University)		How to Maximize the Profitability of a Restaurant's Wine Menu Using the Diagnostic Revenue Management Technique of Menu Engineering in a Computer Simulated Environment
Radu Mihailescu, Karen Hecht (Stenden University)		Factors Influencing Restaurants wine Menus Construction: The Case of The Netherlands and South Africa
Vikram Pathania (University of Sussex), David de Meza (London School of Economics)		Choose the Cheapest? The Case of Restaurant Wine Menus
Guenter Schamel (Free University of Bozen-Bolzano)		Metrics on Restaurant Ordering Behavior
Kyrre Rickertsen (Norwegian Univ of Life Sciences), Geir Wæhler Gustavsen (Norwegian Inst of Bioeconomy Research)		Wine Consumption Across Generations: A Life Cycle Approach

**During all Coffee Breaks**

**Poster Sessions**

**15:15 – 15:45 Room Re & RG**

**Coffee Break & Poster Session**

<b>During all Coffee Breaks Room – RE &amp; RG</b>	<b>Poster Sessions</b>	
Thomas A. Brunner (Bern University of Applied Sciences )		Should I Stick a Label on Organic Wine or not? Results from a Swiss Experiment
Antares D'Achille (Università degli Studi di Perugia)		A Comparison Between the Cooperative and Corporation in the Italian Wine Sector
Juan Jose Juste-Carrion (University of Valladolid)		The Wine Industry in Spain: The Case of Castilla y León
Anna Smaga-Trzaskalska (Leon Kozminski Academy, Warsaw)		Women's Engagement in the Development of the Polish Wine Industry and their Business Roles in Wine Enterprises
Peter Szabo, Tibor Pupos, Laszlo Kocsis, Mihaly Veszeka (University of Pannonia Georgikon)		Analysis of the Economic Efficiency of Semi-Forcing Technologies of Grafted Vines
Stephanie Tischler, Albert F. Stöckl (IMC University of Applied Sciences Krems)		In Need of Something Different? Young Consumers and their Notion of Wine Tourism

**JUNE 23, 2016**

**19:00 – 23:00**

**Gala Dinner  
Palais de la Bourse, Bordeaux  
(walking distance from conference, see map)**

**JUNE 24, 2016**

**8:00 – 18:00**

**Visit of the Grands Crus Classés Médoc 1855**

**Buses leave from Place de la République**

## Tour of Chateaux de Medoc

Organized and Sponsored by "Grands Crus Classés Médoc 1855"

<p style="text-align: center;"><b>MEDOC 1</b></p> <p style="text-align: center;">Château PRIEURE-LICHINE Margaux</p> <p style="text-align: center;">Château BATAILLEY Pauillac</p> <p style="text-align: center;">Lunch</p> <p style="text-align: center;">Château MONTROSE Saint-Estèphe</p>	<p style="text-align: center;"><b>MEDOC 2</b></p> <p style="text-align: center;">Château FERRIERE Margaux</p> <p style="text-align: center;">Château LAGRANGE Saint-Julien</p> <p style="text-align: center;">Lunch</p> <p style="text-align: center;">Château PONTET-CANET Pauillac</p>
<p style="text-align: center;"><b>MEDOC 3</b></p> <p style="text-align: center;">9h00 Château BRANE-CANTENAC Margaux</p> <p style="text-align: center;">Château BRANAIRE-DUCRU Saint-Julien</p> <p style="text-align: center;">Lunch</p> <p style="text-align: center;">Château PICHON BARON Pauillac</p>	<p style="text-align: center;"><b>MEDOC 4</b></p> <p style="text-align: center;">Château RAUZAN-SEGLA Margaux</p> <p style="text-align: center;">Château GRUAUD-LAROSE Saint-Julien</p> <p style="text-align: center;">Lunch</p> <p style="text-align: center;">Château PEDESCLAUX Pauillac</p>
<p style="text-align: center;"><b>MEDOC 5</b></p> <p style="text-align: center;">Château DU TERTRE Margaux</p> <p style="text-align: center;">Château BEYCHEVELLE Saint-Julien</p> <p style="text-align: center;">Lunch</p> <p style="text-align: center;">Château PICHON LALANDE Pauillac</p>	<p style="text-align: center;"><b>MEDOC 6</b></p> <p style="text-align: center;">Château MARQUIS DE TERME Margaux</p> <p style="text-align: center;">Château LYNCH-BAGES Pauillac</p> <p style="text-align: center;">Lunch</p> <p style="text-align: center;">Château LEOVILLE POYFERRE Saint-Julien</p>

**JUNE 25, 2014**

**9:00 – 18:00**

**Tour to *Cité du Vin* and *Saint Emilion***

Buses leave from Place de la République at 9.00h

Visit of the *Cité du Vin*

(visit and degustation, see Map for location)

11:30–12:30 Bus to Saint Emilion

12:45 Lunch at  
Château Haut Sarpe Saint Emilion Grand Cru Classé

15:30 Guided Tour of city of St Emilion

18:00 Back in Bordeaux



