

### 13h30 – 15h00 : Propriétés Intellectuelles

Présidée par ? (AAWE)

Brand Image and Regional Reputation: Does it Pay Off to Outperform Your Regional Peers?

Gunter **Schamel**, Free University of Bozen-Bolzano

The Social Dimension of 'Goods of Taste', Application to Wines Labels

Christophe **Terrien**, IUT de l'Aisne

Vineyard Protection: Intellectual Property Rights and Sanitary Standards

Elci **Ceyhun**, London South Bank University

The Greatest French AOC: A Signal of Quality for the Best Wines.

David **Menival**, Université de Reims

The Value of Designations of Origin in Emilia-Romagna

Silvia **Gatti**, University of Bologna

Investissement immatériel et performance: cas des entreprises vitivinicoles françaises

Paul **Amadiou**, Jean-Laurent Viviani, Université de Montpellier I

### 15h30 – 16h30 : Divers

Présidée par ? (AAWE)

University-Industry Networks in the Wine Industry: Comparing Chile, South Africa and Italy

Andrea Morrison, U. del Piemonte Oriental, Elisa Giulani, U. Sussex,

Carlo Pietrobelli, U. di Roma Tre, Roberta Rabelloti, U. del Piemonte Oriental

Overview of the German Wine Market – Situation and Business Challenges

Jon H. Hanf, Leibniz Institute for Agricultural Development in Central and Eastern

Europe, Erik Schweickert, KIRBIS AG

A Live in Wine: Ernest Gallo (1909 – 2007)

Tony Lima, California State University, Norma Schroder, CEO

Réseaux d'entreprises et pouvoir de marché dans la filière vin en France

Jacques **Calvet**, Nathalie Guibert, U. Avignon; Jérôme Villaret, Inter-Rhone

### 17h00 – 19h30 : Consommation et dégustation

Présidée par Marie-Claude **Pichery**

Adapting to New Market Demands: Two Initiatives by the Bordeaux Wine Industry

Pierre **Mora**, Bordeaux Ecole de Management

Millesimée Pas Opère versus Gran Cuvée Satin Estimation of a Hedonic Price

Function for the Franciacorta Bollicine

Matteo **Galizzi**, U. of Brescia

Effects of Non Sensory Cues on Perceived Quality : the Case of Low Alcohol Wine

Josselin **Masson**, François D'Hauteville, Montpellier SupAgro; Philippe Aurrier, U.

Montpellier II

Positioning of Wine Regions: Old or New World Branding Models

Chris **Easingwood**, Manchester Business School

Assessing the Reliability of Wine Tasting: Differentiating Levels of Clinical and

Statistical Meaningfulness

Domenic **Cicchetti**, Yale University

The New Structure of the California Wine Industry

Tony Lima, California State University, Norma Schroder, CEO

Standards for Quality and the Coordinating Role of Critics

Greta Hsu, University of California, Peter W. Roberts, Emory University, Anand

Swaminathan, University of California

Identifying Different Influences of the Evaluation of Wine

Gergely **Szolnoki**, Research Institute of Geisenheim

Bowling Alone, Drinking Together

Paolo Buonanno, University of Bergamo,

Paolo Vanin, University of Padua & Pompeu Fabra University of Barcelona

The Cost of Ignorance: Reputational Rents in the Market for Tuscan Reds

Karl Gunnar **Persson**, Institute of Economics, University of Copenhagen

## Programme scientifique conjoint

### Vineyard Data Quantification Society European Association of Wine Economists American Association of Wine Economists

#### Mercredi 23 mai 2007

17h00– 20h00 : Accueil des participants et Réception de bienvenue

#### Jeudi 24 mai 2007

08h15 – 08h45 : Accueil des participants

**08h45 – 09h45 : Session d'ouverture**

Allocation de bienvenue: Dieter **Sadowski**

Director of the Institute of Labour Law and Industrial Relations  
in the European Community, Trier University

Conférence magistrale: Steffen **Schindler**, German Wine Institute

Introduction to German Wines

**10h15 – 12h15 : Environnement**

12h15 – 12h30 : Steve **van Ausdle**, Pdt of the Walla Walla Community College  
About Walla Walla Reds Wines

Déjeuner

**13h30 – 15h30 : Commerce mondial des vins**

**16h00 – 17h00 : Finances**

**17h30 – 19h30 : L'offre Viti-Vinicole**

20h00 Dîner dans les bains romains (sponsored by German Wine Institute)

#### Vendredi 25 mai 2007

**Matinée Society of Quantitative Gastronomy**

Déjeuner

**13h30 – 15h00 : Propriétés Intellectuelles**

**15h30 – 16h30 : Divers**

**17h00 – 19h30 : Consommation et dégustation**

20h00 Visite de la plus vieille cave d'Allemagne: réception et dîner  
(sponsorisé par Vereinigte Hopitien)

#### Samedi 26 mai 2007: Dégustation et Tourisme

09h30 : Départ en bus vers BernKastel

12h00 : Arrivée

15h00 : Excursion en bateau jusqu'à Traben-Trarbach  
dégustation de vins à bord

16h30 : Bus jusqu'à Pünderich

en cas et dégustation avec Clemens and Rita Busch

18h30 : Retour à Trèves par bus

**Nota:** - les noms inscrits en **caractère gras** sont ceux des personnes venant à Trèves (ou ayant soumis la contribution et n'ayant pas infirmé leur venue);  
- les contributions ~~payées~~ sont celles qui ne seront pas présentées à Trèves, au moins le résumé de cette communication est cependant en ligne  
- les noms ~~payés~~ sont ceux des personnes ayant annoncé qu'elles ne viendrait pas à Trèves

mise à jour du 21/04/07

## Jeudi 24 mai 2007

### 10h15– 12h15 : Environnement

Présidée par Orley **Ashenfelter**

- Pour une gestion environnementale de la protection du vignoble  
Adeline Ugaglia, Bernard DelHomme, Aline Elitcher, ENITABordeaux
- Investigating of the Impact of Input Subsidy Policy on Environmental Pollution  
(Case Study: Razan Region in Hamedan Province)  
Saleh **Iraj**, Abbassi Far Akram, Yazdani Saeed, Teheran University
- Are Voluntary Environmental Approaches (VEA) in the Vine Growing a Support for Product Differentiation Strategies?  
Clarisse **Cazals**, Université de Bordeaux IV
- First Approach of the Economic Implications of a Climate Change within the Wine Sector  
Françoise **Bourdon**, Marie-Claude **Pichery**, Université de Bourgogne
- Elaboration d'un modèle technico-économique pour évaluer le coût des pratiques techniques respectueuses de l'environnement sur une exploitation viticole  
Adeline **Alonso Ugaglia**, Bernard DelHomme, Jérôme Steffe, ENITABordeaux
- Climate Change Adaptation Strategies in Viticulture  
Manfred Stock, Thomas Kartschall, Martin Wodinski, Potsdam Institute for Climate Impact Research
- Wine and Global Warming in Alsace Evidence from the Little Ice Age  
Karl **Storchmann**, Whitman College
- Using a Hedonic Model of Solar Radiation to Assess the Economic Effect of Climate Change: The Case of Mosel Valley Vineyards  
Orley **Ashenfelter**, Princeton University; Karl Storchmann, Whitman College

### 13h30 – 15h30 : Commerce mondial des vins

Présidée par Robert **Plasman**

- Foreign Knowledge, What Does it Bring to Domestic Firms?:  
Malmquist Productivity Index in Test for FDI Spillovers  
Victoria **Kravtsova**, Valentin Zelenyuk, UNU/MERIT
- Popularizing Wine Consumption in Korean Market  
Kim **Bok-rae**, Andong National University
- Do Expert Ratings or Economic Models Explain Champagne Prices in Scandinavia?  
Jan **Bentzen**, Valdemar **Smith**, Aarhus School of Business, University of Aarhus
- Déterminants de la performance export des PME : application aux entreprises vitivinicoles françaises  
Carole **Maurel**, University of Avignon
- New Wine in Old Wineskins? Is Globalization Good for Wine Drinkers in the United States?  
Omer Gokcekus, Andrew Fagnoli, Seton Hall University
- Critical Exposure and P-Q Relationships for New World Wines in the U.S. Market  
Peter W. Roberts, Emory University, Ray Reagans, Carnegie Mellon University
- An Econometric Analysis of a Wine Import Function for Brazil  
Susan **Schommer**, Instituto de Matemática Pura e Aplicada (IMPA)
- Tracing International Wine Marketing Research - a Three Ways Assessment  
René C. G. **Arnold**, Dipl. Betriebswirt (FH)

### 16h00 – 17h00 : Finances

Présidée par ? AAWÉ

- Collective Bargaining Strategy for Quality Investment in the AOC Vineyards  
Jean-Baptiste **Traversac**, INRA, Daniel Steinchen, Université de Picardie
- Capital Structure Determinants: an Empirical Study of French Companies in the Wine Industry  
Jean-Laurent **Viviani**, Université de Montpellier
- Recent Trends on Mergers, Acquisitions and Financial Investments in the Wine Sector  
Alfredo **Coelho**, Jean-Pierre Couderc, Jean-Louis Rastoin, SupAgro Montpellier
- Torage-Based Financial Engineering in German Wine Business  
Erik Schweickert, KIRBIS AG, Jon H. Hanf, Leibniz Institute for Agricultural Development in Central and Eastern Europe

## 17h30 – 19h30 : L'offre Viti-Vinicole

Présidée par Maurizio **Ciaschini**

- Do Taxes Produce Better Wine?  
Martin **Ljunge**, University of Copenhagen
- A Bioeconomic Model to Train Interdisciplinary Research on Reducing Phytosanitary Operations in the Vineyards  
Christophe **Deola**, Bertrand Léger, INRA; Olivier Naud, Cemagref, Adeline Ugaglia, ENITABordeaux
- Forecasting Wine Crops: An Application to the Herault's Department  
Leslie **Aymard**, Michel Terraza, Université de Montpellier
- Balancing Between Tradition and Innovation – French Wines from the Bordeaux and the Languedoc-Roussillon Regions  
Sylvaine Castellano, Olga Ivanova, EDHEC
- Identification of Stochastic Processes for an Estimated Icewine Temperature Hedging Variable  
Don Cyr, Martin Kusy, Brock University
- Corporate Strategies under Economic Regulations in the German Wine Growing Industry  
Rainer Kuehl, University of Giessen, Erik Schweickert, KIRBIS AG
- An Assessment of State Sponsored Agriculture Commodity Programs: The Case of the Texas Wine Marketing Assistance Program  
Roger D. Hanagriff, Michael H. Lau, Sara Rogers, Sam Houston State University
- Reputation and Firm Survival in a Competitive Environment: Empirical Evidence from the German Wine Industry  
Bernd **Frick**, Witten/Herdecke University
- New Wines in Old Bottles? The Case of Quality Wines and Distillation Measures in the EU  
Evens Salies, OFCE, Bodo Steiner, University of Alberta

## Vendredi 25 mai 2007

L'assistance et la participation aux conférences SQG est libre pour les participants au colloque VDQS-AAWE

### Society of Quantitative Gastronomy

09h30 – 10h00 : Conférence magistrale

Is Breakfast Really Free? Evidence from French and Italian Hotels

George E. **Johnson**

Department of Economics – University of Michigan

10h30 – 12h00 : Session SQG

Présidée par

Reading a Plate

Nir **Dudek**

Portuguese Menus in 19 th Century

Isabel M. R. Mendes **Drumond Braga**, Universidade de Lisboa

What are bollicine Good for?

Experimental Evidence on Individual Preferences on Food-Wine Matching

Matteo Maria **Galizzi**, University of Brescia and University of York

Explaining the Determinants of Price in Top European Restaurants

Frédéric **Warzynski**, Universidad Carlos III de Madrid and Center for Corporate Performance, Aarhus School of Business

Quality Evaluation by Experts and Consumers: Evidence from a Sample of New-York City Restaurants

Olivier **Gergaud**, Université de Reims et Université de Paris 1

Karl Storchmann, Whitman College

Vincenzo Verardi, Université Libre de Bruxelles et Université de Namur