

## Thursday, May 21:

### **15h30 - 18h00 : Session "Experimental Economics"**

Chaired by : : Pierre COMBRIS

#### **Consumers' Preferences, Purchasing Decisions and Product Information:**

##### **Evidence from a Beer Tasting Experiment**

**Matteo Maria GALIZZI** University of Brescia and Queen Mary, University of London

& **Christian GARAVAGLIA** University of Milano-Bicocca and KITEs-CESPRI, Bocconi University

##### **Drinking Beer in consonant and dissonant Contexts: an experimental Investigation**

**Christophe COQUILLAT**, **Fabrice GALIA**, **Bertrand SIROT**, **Pierre SONIER**, **Angela SUTAN**, **Dominique VALENTIN**

Burgundy School of Business, Centre Européen des Sciences du Goût, University of Burgundy

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## Friday, May 22

### **09h00 - 10h15 : Opening Session**

Chaired by : **Maurizio CIASCHINI**, President

#### **Welcome Address**

##### **Terroir rising? Varietal and Quality Distinctiveness of Australia's Wine Regions**

**Kym ANDERSON** School of Economics University of Adelaide - Australia

##### **Consumers Environmental Knowledge and Attitudes: Influencing Purchase of Wine**

**Nelson BARBER** Texas Tech University - USA

### **10h30 - 11h45 : Session 1 : Subjective Aspects and "Quality Wine"**

Chaired by : **Kym ANDERSON**

##### **Does economic Analysis need a Theory of Taste? What Philosophy of Taste teaches us**

**Christian BARRÈRE** OMI, University of Reims

##### **Impact of Expertise on the Concept of "vin de garde": perceptive and linguistic Approach**

**Jennifer LANGLOIS 1** , **Catherine DACREMONT 1,2**, **Dominique PEYRON 1,3** , **Danièle DUBOIS 4**; Burgundy Univ.:

1 Centre des Sciences du Goût ; 2 ENSBANA; 3 IUVV Jules Guyot; 4 LCPE-LAM

##### **Consumer Emotions and Preferences an empirical Analysis in two Italian Denomination of Origin Wines**

**Lara AGNOLI**, **Diego BEGALLI**, **Stefano CODURRI** Università degli Studi di Verona – I

##### ***Cin Cin!* Competing for the Leadership in the Italian Sparkling Wine Market: Franciacorta versus Trento**

**Matteo Maria GALIZZI**, **Raffaele MINIACI** University of Brescia

##### **The role of Palermo's Wine Shops in the Business of quality Wine**

**Stefania CHIRONI**, **Marzia INGRASSIA**

Department of Economics and Agro-forestry Systems, Faculty of Agriculture, University of Palermo, Italy

##### **Demand Development of Wine Mark&of Czech Republic**

**Sylvie GURSKÁ**, **Helena CHLÁDKOVÁ**, **Pavel TOMŠÍK**

Departement of management, Provozně ekonomická fakulta, Brno, Czech Republic

### **15h00 - 16h30 : Session 2 : Price & Market**

Chaired by : **Silvia GATTI**

##### **The Land of Oenoeuros Wine as the Source of regional Inflation: the peculiar Case of Rioja**

**Mikel LARREINA**, **Fernando GÓMEZ-BEZARES** Universidad Comercial de Deusto

##### **Bordeaux Wine Prices and Expert Ratings (résumé en français)**

**Charles WYPLOSZ** Institut de Hautes Etudes Internationales & du Développement

##### **Willingness to pay for Wine Attributes in the different Distribution Channels**

**Maria Bonaria LAI**, **Theresa Del GIUDICE**, **Eugenio POMARICI**, **Fabio VERNEAU**

Università degli Studi di Cagliari, Facoltà di Economia

##### **Odd Prices for odd Bottles at VDP Auctions?**

**Henrich BRUNKE**, **Franziska THIEMANN**, **Rolf A.E. MUELLER**

Christian-ALBRECHTS-University, Kiel, Germany

##### **Mark&Changes in Portuguese Wine after EU Integration**

**Orlando SIMÕES** CERNAS, Escola Superior Agrária de Coimbra, Portugal

### **16h45 - 18h00 : Session 3 : Production - Reputation - Demand**

Chaired by : **Robert PLASMAN**

##### **Choices of Wine Consumption Measure of Interaction Terms and Attributes**

**Magali AUBERT**, **Véronique MEURIOT** INRA, UMR 1110

##### **Individual and Collective Reputation: Lessons from the Wine Market**

**Stefano CASTRIOTA** Università di Trento , Italy

##### **What Future for the Appellations of "Low Reputation"? Reflections from the Case of the Bergerac**

**Appellation. (résumé en français) Nathalie CORADE**, **Bernard DEL'HOMME**

Université de Bordeaux; UMR 5185 ADES; EGERIE, ENITA.B

##### **Economic Challenges of "the Drink of the Gods" in Japan**

**Tatiana BOUDZINE-CHAMEEVA**, **Mari NINOMIYA**

Bordeaux Management School , France; Faculty of Commerce, Fukuoka University, Japan

##### **Wine Merchants' role in the Wine Sector : A Theoretical Approach Proposal ? (résumé fr)**

**Sofya BRAND** (a,b), **Marie-Claude BÉLIS-BERGOUIGNAN** (a), **Nathalie CORADE** (b)

a GREThA UMR 5113, Université Montesquieu Bordeaux IV ; b ENITA de Bordeaux

### **18h00 - 18h45 : Special Address**

Chaired by : **Robert PLASMAN**

**Taste Pairing and Chocolate by Dominique PERSOONE**

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## Saturday, May 23

### **08h45 - 10h00 : Session 4 : Management - Competitiveness - Performance**

Chaired by : **Stefania CHIRONI**

##### **Power Asymmetries in the Wine Chain Implications for the Management of the Chain**

**Jon HANF\***, **Erik SCHWEICKERT\*\***, **Vera BELAYA\***

\* Leibniz Institute of Agricultural Development in Central and East Europe Halle , Germany;

\*\* Fachhochschule Wiesbaden, Campus Geisenheim, Germany

##### **How to produce Vinho Verde – A Multimedia Information System**

**José Luís REIS\***, **Pedro NEVES\*\***, **Paulo MARTINS\***

\* Comissão de Viticultura da Região dos Vinhos Verdes, Porto, Portugal

\*\* Userdesign.org Interaction – Design , Lisboa, Portugal

##### **Small Champagne Wineries: Typology and Determinants of Performance**

**Francis DECLERCK** ESSEC Business School Paris-Singapore , France

##### **Enterprises and Markets of Quality Wines an Evaluation in Collio ( Italy)**

**Francesco MARANGON**, **Stefania TROIANO**, **Jean-Pierre ZACCOMER** University of Udine - Italy

### **10h30 - 12h30 : Session 5 : Wine's Consumers Behaviors**

Chaired by : **Nelson BARBER**

##### **Survey about Wine Consumption**

**Jean-Sébastien WENGER** Laboratoire de modèles mathématiques, Genève Switzerland

##### **Wine Purchase and Consumption Behaviour of young Adults in Portugal**

**Is Age a Differentiation Factor?**

**Joana MADEIRA**, **Filomena DUARTE**, **Madalena BARREIRA** Univ. Tecnica de Lisboa – Portugal

##### **Young Adults and the Consumer of Wine Perceptions, Attitudes and Behaviour**

**Ana Patricia SILVA**, **Isabel FIGUEIREDO**, **Timothy HOGG**, **Miguel SOTTOMAYOR**

Escola Superior de Biotecnologia da Universidade Católica Portuguesa, Lisboa

##### **Willingness to Pay for Personalized Wine Advertising: An Experiment with Bourgogne Wines**

**Joëlle BROUARD**, **Christophe COQUILLAT**, **Bertrand SIROT**, **Pierre SONIER**, **Angela SUTAN**

IMV (Institute for Wine Management), LESSAC, Burgundy School of Business, Dijon

##### **Wine Bottle Closure: The importance to Millennials and Baby Boomers during Purchase Situations**

**Nelson BARBER**, **D. Christopher TAYLOR**; Texas Tech University; Eastern New Mexico State U. , USA

##### **Self-evaluation of Health and Alcohol consumption**

**Sara CARDON**, **Amélie GOOSSENS**, **Robert PLASMAN** DULBEA, University of Brussels, Belgium

##### **Alcohol a Drug among Others ? (résumé en français)**

**Souhail CHICHAH**, **Gungor KARAKAYA** Dulbea, Free University Brussel, Belgium

**13h45 - 14h45 : Session 6 : From Winegrowers to Winemerchants**

Chaired by : Benoît MAHY

**Managing the unexpected: Media Role and Firms' Reactivity during and after the Brunello Crisis**

Alessio CAVICCHI, Cristina SANTINI, Elena BECCACECE Università di Macerata , Italy

**The Integration of Environmental Aspects into the Activities**

**of Operators of Distribution (The Case of Bordeaux Wine Industry) (résumé en français)**

Adeline UGAGLIA, Bernard DEL'HOMME Université de Bordeaux, EGERIE, ENITAB

**The Wine Traceability in Romania**

Dan BOBOC, Victor MANOLE, Nicolae ISTUDOR

Faculty of Agro-food and Environmental Economics, Univ. of Economic Studies Bucharest, Romania

**20 years of the C.A.P. in Spain: Impact in the sector of vineyard and the production of wine**

Gemma MOLLEVI BORTOLOLO Chaire UNESCO "Culture et Traditions du Vin", Burgundy Univ., Dijon, France

**15h15 - 17h00 : Session 7 : Tourism and Regional Economics**

Chaired by : Orlando SIMÕES

**Wine Tourism: A positive Tool to reduce the Range of geographical Reputations within the Champagne Viticultural Region.**

David MENIVAL, Steve CHARTERS Reims Management School , France

**Designations of Origin, the Wine Route, and the City**

The results of a survey conducted among the residents of the city of Bologna

Fabio BOCCAFI\*, Davide COLLA\*\*, Silvia GATTI\*\*, Paola VARINI\*

\* MEDEC; \*\* Dipartimento Scienze Statistiche; Università di Bologna, Italia

**Beyond the Cluster: how Wine drives regional Economy to Success. "Oenopolis", the Case of Rioja**

Mikel LARREINA, Ricardo AGUADO Universidad Comercial de Deusto, Bilbao, Spain

**Gastronomy as an Attractive Issue for Luxury Tourism**

Christian BARRÈRE, Quentin BONNARD, Véronique CHOSSAT

OMI research centre - University of Reims, France

**Tourism Development in Rural Areas: the case of the Etna Wine Route in Sicily**

Giuseppina CARRÀ, Iuri PERI

Department of Agricultural Economics and Resources Evaluation - University of Catania, Italy

**Wine Production in Denmark Do the Characteristics of the Vineyards affect the Chances for awards?**

Jan BENTZEN, Valdemar SMITH

Department of Economics, The Aarhus School of Business, Aarhus University, Denmark

**Anatolian "Old World Wine" and its Place in the local and national Economy**

Durmuş ÖZDEMİR Department of Economics, Istanbul Bilgi University, Turkey

**17h00 - 17h30 : VDQS Award & Closing Address**

Ministre fédérale des PME, des Indépendants, de l'Agriculture  
et de la Politique Scientifique



DULBEA



# ENOMETRICS XVI

## General Overview - Scientific Program

### Thursday, May 21

15h30 - 18h00 : Session : Experimental Economics

18h00 - ... .. : Belgian Wines, Presentation-Tasting

### Friday, May 22

08h30 - 09h00 : Registration & Coffee

09h00 - 10h15 : Opening Session & Keynote Speeches

10h30 - 11h45 : S1 Subjective Aspects and "Quality Wine"

11h50 - 14h50 Visit & Lunch

15h00-16h30 : S2 Price & Market

16h45-18h00 : S4 Production - Reputation - Demand

18h00-18h45 : Conference-Tasting on Chocolate

19h00 - 20h00 : Visit Museum Félicien Rops

20h30 ... .. : Official Dinner, Château de Namur

### Saturday, May 23

08h30 - 08h45 : Registration & Coffee

08h45-10h00 : S3 Management - Competitiveness - Performance

10h00 - 10h30 : Bier Tasting La Caracole

10h30-12h30 : S5 Wine's Consumers Behaviors

12h30 - 13h45 : Lunch

13h45 - 14h45 : S6 From Winegrowers to Winemerchants

15h15 - 17h00 : S7 Tourism and Regional Economics

17h00 - 17h30 : VDQS Award & Closing Address

Ministre fédérale des PME, des Indépendants, de l'Agriculture  
et de la Politique Scientifique

17h30 - 18h30 : Assemblée Générale EuAWE-VDQS-SQG



Présidence du gouvernement Wallon



Communauté française  
de Belgique



Ministère Wallon de l'Économie, de l'Emploi  
du Commerce extérieur et du Patrimoine



Fonds de la recherche scientifique



Ministère fédéral des PME, des Indépendants,  
de l'Agriculture et de la Politique Scientifique