DIJON Burgundy France
MAY 2018

Final Program
Wednesday 23 - Thursday 24
Wednesday May 23

12:30 - 13:00 Registration, snack and coffee

13:00 - 13:30 OPENING & WELCOME Jérôme GALLO

13:30 - 15:00 S1 HISTORY AND WINE ECONOMICS
Keynote Speeches chaired by Jérôme GALLO
- Giulia MELONI, KU Leuven, BE (co-authors: Jo SWINNEN)
  Trade and Terroir. The political economy of the world’s first geographical indications
- Marie-Claude PICHERY, University of Burgundy, FR
  Wine economics and economists in Europe: a story

15:00 - 15:30 Break, Wine Tasting

15:30 - 16:45 S2 MACROECONOMICS, MICROECONOMICS OF WINE BUSINESS
Chair by Etienne MONTAIGNE
- Olivier BARGAIN, Jean-Marie CARDEBAT, Raphael CHIAPPINI, University of Bordeaux, LAREFI
  Wine in the blood? Explaining French wine exports: gravity, preferences and genetics
- Anthony MACEDO, João REBELO, Sofia GOUEIA, University of Trás-os-Montes and Alto Douro (UTAD)
  Worldwide demand for wine and correlated alcoholic beverages, 2010-2021
- Marina SIMONOVA-KHITROVA, Moscow State University of International Relations
  Global wine trade and regional markets
- Kyuho LEE, Sonoma State University
  Exploring Branding Strategy for Small Winery Operators

16:45 - 17:15 Break, Wine Tasting

17:15 - 18:30 S3 CONSUMERS CHOICE AND MARKETS
Chair by Stephen John CHARTERS
- Benoît FAYE, Éric LE FUR, Jean-Marie CARDEBAT, Philippe MASSET
  INSEEC business school, Université de Bordeaux, Ecole Hotelière de Lausanne
  Wine hedonic prices is the Devil in the details
- Bernd FRICK, Management Department, Paderborn University
  The legacy of gurus: The impact of Armin Diel and Joel Payne on wine rating in Germany
- Jan BENTZEN, Valdemar SMITH, Tuborg Research Centre for Globalisation and Firms
  Comparing wine prices between a state monopoly, a tax-free shop and competitive market conditions empirical evidence from two Nordic countries
- Sandra PESTAR BIZJAK, Hristo HRISTOV, Aleš KUHAR
  University of Ljubljana, Biotechnical Faculty
  Product-specific regional image as a moderator of regional identity and consumer regionalism effects on wine purchasing behavior
- Carla FERREIRA, Lina LOURENÇO-GOMES, Ana Patricia SILVA
  University of Trás-os-Montes and Alto Douro
  Cheers with Port wine by young consumers Exploring perceptions and attitudes

19:00 VDQS Price 2017: The “Samantha Schmid” of Enometrics awarded to
- Paolo PROSPERI - Università di Pisa, IT
  Exploring wine producers' strategies through knowledge elicitation (co-authored with Daniele VERGAMINI, Fabio BARTOLINI, Gianluca BRUNORI)

Thursday May 24

8:30 - 9:00 Registration and coffee

9:00 - 10:30 S4 INDUSTRIES ISSUES
Keynote Speeches chaired by Marie-Claude PICHERY
- Andrea MINUTO RIZZO, Italian Competition Authority
  Competition policy in the wine industry in Europe
- Jean-Yves BIZOT, Président du Pôle Bourgogne Vigne et Vin
  And now, we have to learn how to deal with The custom against the facts, or The tribulations of Burgundy in front of its markets

10:30 - 11:00 Break, Wine Tasting

11:00 - 12:00 S5 WINE COMPLEXITIES ISSUES
Keynote Speeches chaired by Jean-François OUTREVILLE
- Lisa YIP, Nikos GEORGANTZIS, Haiyan SONG, Steve CHARTERS
  Hong Kong Polytechnic University, Burgundy School of Business
  On the relationship between perceived and revealed attitudes towards “complexity” and “flavor development in the glass”: a case of inconsistency?
- Qian Janice WANG, Charles SPENCE
  Crossmodal Research Laboratory, University of Oxford
  Wine Complexity: An Empirical Investigation

12:00 - 13:00 Lunch

13:30 Departure of the bus for field-trip in the vineyard
  Visit of the Imaginarium at Nuits Saint Georges
  Commented visit of the « Route des Grands Crus »
  Stop at Clos Vougeot and Marsannay la Côte

19:00 Back to Dijon

20:00 - 23:00 Official Dinner at Restaurant « La Closerie », 18, Rue Sainte Anne - Dijon