Bourgogne France
MAY 2018

Final Program
Friday 25
8:30 - 9:00 Registration and coffee

9:00 - 10:20 S6 CONSUMER BEHAVIOR AND MARKETING ISSUES
chaired by Jan BENTZEN

Lara AGNOLI, Jean-François OUTREVILLE
Burgundy School of Business, Université Bourgogne Franche-Comté
Perceived risk, gender behavior and the effect of bottle closure type on consumer purchase decision and price expectations

Denton MARKS, University of Wisconsin-Whitewater (USA)
Behavioral Economics, Wine Consumers, and Wine Knowledge

Azzurra ANNUNZIATA*, Lara AGNOLI+, Riccardo VECCHIO**, Steve CHARTERS+,
Angela MARIANI*
*Univ. of Naples Parthenope, +Burgundy School of Business , **Univ. of Naples Federico II
Health warnings on wine labels: a discrete choice analysis of Italian and French Generation Y consumers

Françoise BENSA Université de Bourgogne
Activities in front of the wine display: an attempt at explaining

10:20 - 10:50 Coffee Break, Tasting

10:50 - 12:30 S7 CASE STUDIES
chaired by Robert PLASMAN

Aurelie RINGEVAL-DELUZE, David MENIVAL, Jean-Guillaume DITTER
Université de Reims Laboratoire REGARDS, Burgundy School of Business
L’enjeu de la marque territoriale Champagne face aux changements des entrepreneurs institutionnels

Graham HARDING, Oxford University
The marketing of Moët & Chandon champagne, 1850-1936

Francis DECLERCQ, ESSEC Business School
Champagne wineries facing increasing costs and stagnant sales Risk of debt distress?

Francisco Javier DONOSO,
Universidad de Malaga, Spain / University of Applied Sciences, Trier, Germany
“Beer Index”

Federica GALLI, Nicolas BROUTÉ, D. Christopher TAYLOR
University of Houston (USA), ESA Angers (FR)
Relationship between increased beer health benefits awareness and consumers purchase behavior

12:30 - 13:30 Lunch

13:30 - 15:10 S8 WINE REGULATION AND WINE QUALITY
chaired by Berndt FRICK

Jeremiás Máthé BALOGH
Corvinus University of Budapest, Dept. of Agricultural Econ. and Rural Dev.
Recent trends in Hungarian online wine business

Alexandre MONDOUX
University of Applied Sciences Western Switzerland (HES-SO) - Changins
Scenarios and prospects for the Swiss wine market

Kensuke EBIHARA, Makiko OMURA
Meiji Gakuin University Tokyo Japan
Evolution of Japanese Wine Market and Wine Law

Nicolas BROUTÉ, Francesco GUIDI, Lora GOULEVANT, Aubin LECOMTE, Sophie MOREL, Styliani NTASIOU, Isara VONGLUANNGAM, Cécile COULON-LEROY
Université Bretagne-Loire, Ecole Supérieure d’Agriculture, Angers – France
France vs South Africa: which marketing practices regarding Chenin wines ?

Etienne MONTAIGNE, Samson ZADMEHRAN
Supagro Montpellier - UMR Moisa
A typology using hierarchical cluster analysis (HCA) for Hérault winemakers that benefited from the 2008 European grubbing premium

15:10 - 15:50 Coffee Break, Tasting

15:50 - 17:00 S9 Gastronomy, Tastes and Culture
chaired by Laurent GRIMAL

Agustín V. RUIZ VEGA and Consuelo RIAÑO GIL, Cristina CALVO PORRAL
University of La Rioja, University of La Coruña, Spain
Positive and negative emotions to wine PDO Rioja, Effects on consumer behavior

Frédéric COURET, Bordeaux Sciences Agro
Le déterminisme du goût est-il extérieur à l’amateur de vin ?

Fabrizio BUCCELLA, Université Libre de Bruxelles
Mise en perspective des styles architecturaux en fonction des classements à Bordeaux

François OUTREVILLE, Burgundy School of Business
Wine consumption and culture: A cross-country regression analysis

17:05 - 18:00 Award Ceremony and Closing Drink

19:00 Free evening and Board Meeting