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**"From an aristocratic to a market model of wine: Quality policies and Signals.
A model of sectorial evolutionary analysis"**

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The aim of the paper is to understand the logic of changes in a globalized market of wines. Using evolutionary games approach, we build a general evolutionary model of strategic determination of quality (section 2). We specify the model to explain the historical constitution of a strong segmentation between production for the aristocracy and production for the people (section 3). Thus we study the reproduction of both segments in the first age of wine market, the aristocratic model. On the aristocratic market five different paths emerge (section 4) when the popular market evolves towards a differentiated market (section 5). The present changes on the market are analyzed as a crisis of the aristocratic configuration in relation with the development of a new paradigm of wine consumption (section 6).

The paper will be written in english.

Key words: Sectorial path development, Institutional creativity, Quality, Evolutionary games.

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