

CALL FOR PAPERS

International Workshop on THE ECONOMICS OF CIDER

**May 22nd, 2018
Beaune, France**

The *Burgundy School of Business* in collaboration with VDQS is pleased to welcome contributions for presentations at our international workshop on:

The Economics of cider

Over the past decade, and around the world, the production and consumption of ciders have become trendy. In many parts of the world, even in areas where it was not traditionally produced, cider is an emerging competitor to beer and to wine, as consumers are attracted by alternative tastings and craft drinks. Cidermakers innovate with new product development, offerings, tastes, and packaging to meet consumers' demand. These developments have spurred a great deal of interest in better understanding the economic foundations of all aspects related to cider (statistics, history, law, policy, psychology and social sciences more generally). This workshop is aimed at presenting empirical results using various approaches and methods (case studies, quantitative or qualitative methods) that could examine the following topics, as they pertain to cider production in all parts of the world.

Possible Topics:

Cider production performance and growth; Cider consumption patterns; Willingness to pay; Production processes; Business models, ecosystems and clusters; Management of innovation; Geographic indications; Regulatory aspect of production; intellectual property and legal aspects; Trade; Quality and pricing; Economic organization; industrial organization; Cider tourism.

Each paper accepted for the workshop will be given time for presentation and sufficient time for a discussion and a general debate. A limited number of papers will therefore be accepted. Although submissions are considered on the basis of a 1200-word abstract, the selection process will favor papers in full draft or essentially completed form. Selected papers will be considered for publication in a special issue of the *International Journal of Entrepreneurship and Small Business*.

Conference venue will be the newly opened Facility of the Burgundy School of Business in Beaune. The participants who plan to attend the European Association of Wine Economists (EuAWE) conference in Dijon will be able to take a short train-ride after the workshop.

Scientific Committee and conference organizers:

Professor L. Martin Cloutier, ESG UQAM, Montréal, Québec

Professor J. François Outreville, Burgundy School of Business, Dijon, France

Interested authors should submit proposals electronically to cloutier.martin@uqam.ca and jeanfrancois.outreville@bsb-education.com as a file attachment in pdf or MS-Word format.

Important dates:

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| Deadline for submission: | February 28, 2018 |
| Notification of acceptance/rejection | March 15, 2018 |
| Completed papers will be due by | April 30, 2018 |
| Registration deadline | May 1, 2018 |