

# XXV International Conference



**DIJON** Burgundy 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 DECLERCK**, 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 BROUTE**, 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 Máté BALOGH**

Corvinus University of Budapest, Dept. of Agricultural Eco. 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 VONGLUANGAM**, **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 BUCELLA**, 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*