



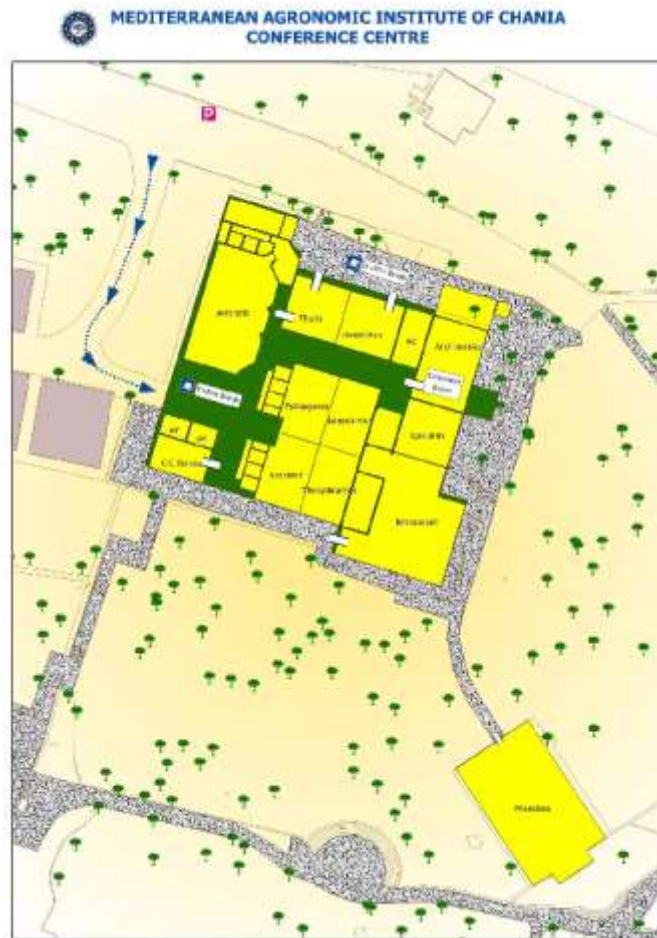
EuAWE

2nd Conference, May 2023 CIHEAM

MEDITERRANEAN AGRONOMIC INSTITUTE OF CHANIA, CRETE



Meeting location



Mediterranean agronomic institute of Chania

Alsyllo Agrokipiou, 1 Makedonias, P.O. Box 85, Hania

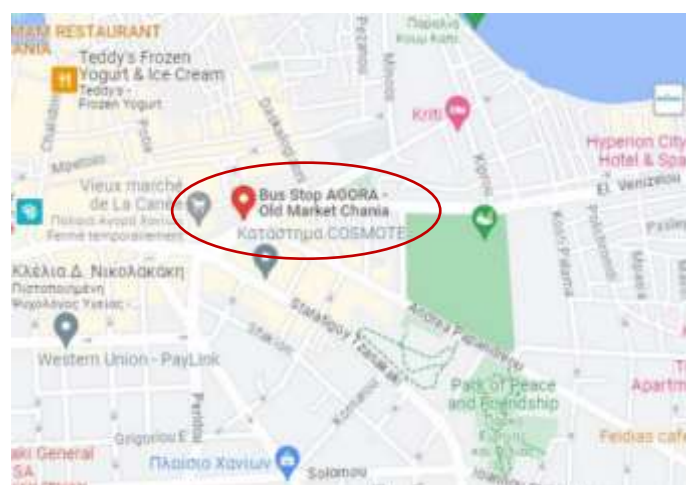
Private bus services during the conference

Meeting point down town: AGORA BUS STOP / On google : [Bus Stop AGORA](#) - Old Market Chania : Sofoklis Venizelos Square, Chania 731 32, Greece

Time table :

Date	Route	Bus type
Sunday 28/05/2023	16:00 AGORA bus stop (across the National Bank of Greece) – MAICH (conference center)	1 x 50 seats
	±19:00 MAICH (conference center) – AGORA	1 x 50 seats
Monday 29/05/2023	08:10 AGORA – MAICH (conference center)	2 x 50 seats
	±17:45 MAICH (conference center) - AGORA	2 x 50 seats
Tuesday 30/05/2023	08:10 AGORA – MAICH (conference center)	1 x50 seats and 1 x20 seats
	17:25 MAICH (conference center) – AGORA	1 x 50 seats
	19.40 AGORA – MAICH (conference center)	1 x 50 seats
	±23:00 MAICH (conference center) - AGORA	2 x 50 seats

Date	Route	Bus type
Wednesday 31/05/2023 Optional visit	11:50 MAICH (main entrance close to the basket)	1 x 50 seats
	12:00 AGORA	
	12:40 Manousakis Winery	
	14:15 Manousakis Winery – Karavitakis Winery	
	15:30 Karavitakis winery	
	16:30 Karavitakis winery – MAICH - AGORA	



Overview General Program

Sunday 28th may 2023

16:00 – 19:00 : Arrival, registration and welcoming reception at the MAICh

Monday 29th may 2023

8:30 - 10h30 : • Parallel sessions 1 - Sustainability, Environment & Organic -

Communications 57,19,21,25,39,52 - *Room Pythagoras*

• Parallel sessions 2 - Experts & Hedonic -

Communications 1,2,6,14,79,78 - *Room Demokritus*

10:30 – 10:40 : COFFEE BREAK - *Hallway*

10h40 - 12h20 : PLENARY SESSION - *Room Aristotle*

► **Panorama of the greek wine industry**

Panagiotis Kalaitzis, PhD, Head of Molecular Biology & Biotechnology Laboratory Mediterranean Agronomic Institute of Chania

Discussant: Nikos Georgantzis (Burgundy School of Business)

► **The OIV and the vitivinicultural sector: New challenges in production and trade in the face of new global issues**

Alejandro Fuentes Espinoza, *Head of Unit "Economy and Law" at International Organisation of Vine and Wine*

Discussant : Raul Compes (Instituto Agronómico Mediterráneo)

12:20 – 13:50 : LUNCH

13 :50 – 15:50 : • Parallel sessions 3 - Marketing -

Communications 11,31,36,54,56,63 - *Room Pythagoras*

• Parallel sessions 4 - Territories, Sustainability & Tourism -

Communications 73,75,27,66,58,10 - *Room Demokritus*

15:50 – 16:00 : COFFEE BREAK / *Hallway*

16:00 – 17:40 : • Parallel sessions 5 - Consumers -

Communications 40,3,8,9,69 -*Room Pythagoras*

• Parallel sessions 6 - Industrial Organization & Management –

Communications 23,41,43,45,53 -*Room Demokritus*

20:00 : DINER

Tuesday 30th may 2023

8:30 - 10h10 : • Parallel sessions 7 - Sustainability, Environment & Organic -
Communications 46,44,60,61- *Room Pythagoras*

• Parallel sessions 8 - International Trade & Macro -
Communications 15,28,37,38,42- *Room Demokritus*

10:10 – 10:20 : COFFEE BREAK - *Hallway*

10h20 - 12h20 : • Parallel sessions 9 - Sustainability & Risk Management -
Communications 72,62,65,71,74,77- *Room Pythagoras*

• Parallel sessions 10 - Industrial Organization & Management –
Communications 33,48,5,32,34,59 - *Room Demokritus*

12:20 – 13:50 : LUNCH

13 :50 – 15:30 : • Parallel sessions 11 - Consumers & Demand -

Communications 13,29,22,49,50 - *Room Pythagoras*

• Parallel sessions 12 - Industrial Organization & Management -
Communications 35,76,67,68,80 - *Room Demokritus*

15:30 – 15:40 : COFFEE BREAK - *Hallway*

15:40 – 17:20 : • Parallel sessions 13 - Territories & Tourism -

Communications 17,20,26,30,51- *Room Pythagoras*

• Parallel sessions 14 - Regulation & History -

Communications 16,18,55,4,64 - *Room Demokritus*

20:00 : GALA DINNER - CRETAN NIGHT AT MAICH

Wednesday 31th may 2023

Optional visit

Detailed Program

May 28

16:00 – 19:00 : WELCOME RECEPTION AND REGISTRATION

May 29

08:30 – 10:30 : PARALLEL SESSIONS

Parallel Session I - Sustainability, Environment & Organic –

Room: Pythagoras I **Chair :** Chiara Mazzocchi (University of Milan)

57: The winery between sustainability and terroir: the Sagrantino DOCG case study

Chiara Mazzocchi (University of Milan), Stefano Corsi (University of Milan), Diego Grazia (University of Milan)

19: Leadership, motivation, and creativity with an environmental perspective: the perfect cocktail for green innovation in the wine industry

Eduardo Sanchez-Garcia (University of Alicante), Javier Martinez-Falco (University of Alicante), Luis-Antonio Millan-Tudela (University of Alicante), Bartolomé Marco-Lajara (University of Alicante)

21: Market acceptance of Fungus – resistant grape varieties (FRGV) – A mixed methods project in Germany

Christoph Kiefer (Geisenheim University), Gergely SZOLNOKI (Geisenheim University)

25: The moderating role of company size in the implementation of proactive environmental strategy

Marcos CARCHANO (University of Castilla-La-Mancha), Immaculada CARRASCO (University of Castilla-La-Mancha), Angela GONZALEZ (University of Castilla-La-Mancha)

39: The impacts of climate change on the wine sector in Nordic countries

Zalan MARO (University of Budapest), Jeremias Mate Balogh (University of Budapest)

52: Towards a sustainable wine industry: Insights from Italian wine cooperatives

Giulia Gastaldello (Free University of Bozen-Bolzano), Isabel Schaufele Elbers (Free University of Bozen-Bolzano), Angelo Zago (University of Verona), Umberto Nizza (University of Verona), Guenter Schamel (Free University of Bozen-Bolzano)

Parallel Session II - Experts & Hedonic -

Room: Demokritus I **Chair :** Bernd Frick (Paderborn University)

1: Gender differences in expert Evaluations: Are Women (really) More Lenient?

Bernd Frick (Paderborn University), Daniel Kaimann (Paderborn University), Clarissa Spiess Bru (Paderborn University)

2: Judging Reliability at Wine and Water Competitions

Elena C. Berg (University of Paris), Michael Mascha (Fine Water Academy), Kevin W. Capehart (California State University)

6: How do consumers relate to wine quality? A case of red wines from Apulia according to Vivino

Mengting Yu (University of Tuscia), Luigi Palumbo (University of Tuscia), Enrico Mazzoli (University of Tuscia)

14: The value of potency in cannabis, wine, and spirits: A hedonic price approach

Robin Goldstein (UC Davis), Ian Xu (UC Davis), Jarrett Hart (UC Davis), Daniel A. Summer (UC Davis)

79: Sounds too Feminine? Brand Gender and the Impact on Professional Critics

Daniel Kaimann (Paderborn University), Clarissa Spiess Bru (Paderborn University)

78: Does the Tasting Note Matter? Language Categories and Their Impact on Professional Ratings and Prices

Clarissa Spiess Bru (Paderborn University)

10:30 – 10:40 : COFFEE BREAK / HALLWAY

10:40 – 12:20 : PLENARY SESSION – ROOM ARISTOTLE

Panorama of the greek wine industry**Panagiotis Kalaitzis, PhD, Head of Molecular Biology & Biotechnology Laboratory Mediterranean Agronomic Institute of Chania**

Panagiotis Kalaitzis holds a PhD from University of Maryland - College Park, USA and the interdisciplinary programme on Molecular & Cell Biology and is currently Studies & Research Coordinator of the Horticultural Genetics & Biotechnology Department at the Mediterranean Agronomic Institute of Chania (MAICH) in Crete, Greece and director of the Laboratory of Molecular biology & biotechnology. MAICH is one of the constituent Institutes of the International Organization CIHEAM (International Center for Advanced Mediterranean Agronomic Studies), an Intergovernmental Organization. The research interests focus on the characterization of the physiological significance of genes involved in the biosynthesis of cell wall glycoproteins such prolyl 4 hydroxylases and Arabinogalactan proteins (AGPs) and particularly on developmental programmes such as fruit ripening, abscission and abiotic stresses such as salinity and waterlogging in olive. He authored and co-authored more than 65 publications and coordinated or participated in more than 35 European and National research and development programs. Moreover, his group has extensive experience on olive oil authentication using DNA-based approaches and plant phenomics using image analysis algorithms in olive, tomato and recently on grape seeds. His laboratory trained more than 140 Master of Science students the last 24 years while more than 50 of them continued for PhD studies and currently work in plant sciences and other fields in various European countries and America. Greek wines and wine tasting might be considered an additional activity.

Discussant: Nikos Georgantzis (Burgundy School of Business)

The OIV and the vitivinicultural sector: New challenges in production and trade in the face of new global issues**Alejandro Fuentes Espinoza,****Head of Unit “Economy and Law” at International Organisation of Vine and Wine**

Agricultural engineer and with a PhD in economics, Mr. Fuentes Espinoza has worked for more than 20 years in the private sector and research in the agri-food sector, with a specialization in the vine and wine sector. His work at the international level has focused on the development, implementation and coordination of projects, mainly on the issues of environment, climate change, sustainability and resilience, food security and consumer behavior. In 2018, he joined the International Organisation of Vine and Wine (OIV) as Head of the Viticulture Unit and today he holds the position of Head of the Economics and Law Unit. Within the OIV he is in charge of aspects of sustainability, regulations and economic issues of the sector. Since 2020, he has also been appointed as a member of the Scientific and Technical Committee of the international initiative "4 per 1000" on sustainable soil management.

Discussant : Raul Compes (Instituto Agronómico Mediterráneo)

12:20 – 13:50 : LUNCH

13:50 – 15:50 : PARALLEL SESSIONS

Parallel Session III – Marketing -

Room: Pythagoras I Chair : *Jacqueline Dutton (University of Melbourne)*

11: Extending the Theory of Planned Behaviour to explore wine consumers intention and behaviour towards online wine experiences

Giulia GASTALDELLO (Free University of Bozen-Bolzano), Luca Rossetto (University of Padova), Elisa GIAMPIETRI (University of Padova)

31: Eco-innovations in Hungarian wineries

Valeria Lekics (Hungarian University), Imre Ferto (Hungarian University)

36: Developing a Blockchain-based Framework for Improving Customers' Loyalty to the Wine Brand: A Case Study

Parisa Sabbagh (University of Palermo), Mariantonietta Fiore (University of Foggia), Nino Adamashvili (University of Foggia), Maria Crescimanno (University of Palermo), Antonino Galati (University of Palermo)

54: User-Generated Content and Relevance of Sustainability Attributes for Wine Consumers

Miguel Angel Gomez-Borja (University of Castilla-La-Mancha), Immaculada Carrasco (University of Castilla-La-Mancha), Juan-Sebastian Castillo (University of Castilla-La-Mancha)

56: The Relevance of Wine Branding: A Bibliometric Analysis of Wine and Brand

Stefano Corsi (University of Milan), Riccardo Saracino (University of Milan), Emilano Villanueva (Eastern Connecticut State University)

63: A life's work – Brian Croser's influence on identifying terroir and geographical indications in Australia

Jacqueline Dutton (University of Melbourne)

Parallel Session IV – Territories, Sustainability & Tourism -

Room: Demokritos I Chair : *Sofia GOUVEIA (UTAD)*

73: Evaluating the contribution of landscape diversity to the beauty of German wine landscapes, using eye tracking

Maximilian Tafel (Hochschule Geisenheim University), Kristyna Kohoutkova (Hochschule Geisenheim University), Eckhard Jedicke (Hochschule Geisenheim University), Anne-Katrin Kleih (Mendel University)

75: Impact of regional location on specialized degree programs' performance: the case of the French wine-producing regions

Jean-Marie Cardebat (University of Bordeaux), Olivier Guyottot (Inseec Business School), Mahmoud Hassan (University of Bordeaux)

27: Better together: classic method sustainable wines

Martin Prokes (Mendel University in Brno)

66: Assessing true cost of wine and its impact on customers willingness-to-pay

Philippe Masset (EHL Hospitality Business School), Carlos Martin-Rios (EHL Hospitality Business School), Bastien Christinet (Haute école de viticulture et oenologie de Changins), Alexandre Mondoux (Haute école de viticulture et oenologie de Changins)

58: Emerging wine tourism in island destinations: Empirical insights from Cret

Maria Alebaki (Hellenic Agricultural Organization), Stella Kladou (Hellenic Mediterranean University), Maria Psimouli (The American College of Greece)

10: Total factor productivity in the presence of spatial dependence and transient and persistent inefficiency

Samuel Faria (UTAD), Sofia GOUVEIA (UTAD), José Alberto Fuinhas (University of Coimbra), Joao Rebelo (UTAD)

16:00 – 17:40: PARALLEL SESSIONS

Parallel Session V – Consumers -

Room: Pythagoras I Chair : *Lara Agnoli (Burgundy School of Business)*

40: Gender and participation in the AECS. The case of Hungarian wine grape farms

Imre Ferto (Hungarian University of Life Sciences), Lajos Barath (Center for Economic and Regional Studies, Budapest), Zoltan Bakucs (University of Óbuda)

3: Is there a corruption-effect on champagne consumption?

Omer Gokcekus (Seton Hall University), Mehmet Londo (Creditwest Bank)

8: Quality perception of Hungarian wines in foreign markets: The case of Tokaj region

Jeremias Mate Balogh (University of Budapest), Mengting Yu (University of Tuscia), Luigi Palumbo (University of Tuscia)

9: Impact of Education and Group on Performance in Blind Tastings, an Experimental Approach

Magalie Dubois (Burgundy School of Business), Lara Agnoli (Burgundy School of Business), Nikolaos Georgantzis (Burgundy School of Business), Steve Charters (Burgundy School of Business), Jean-Christian Tisserand (Burgundy School of Business)

69: Communication styles on Italian wineries websites

Francesca Gori (University of Bologna), Giulia Maesano (University of Bologna), Alessandra Castellini (University of Bologna), Maurizio Canavari (University of Bologna)

Parallel Session VI – Industrial Organization & Management -

Room: Demokritos I Chair : *Davide Gaeta (University of Verona)*

23: Collective Reputation Effects: Empirical Evidence from the Austrian Wine Market

Dieter Pennerstorf (Johannes Kepler University Linz), Daniela Rroschi (Vienna University of Economics and Business), Christoph Weiss (Vienna University of Economics and Business)

41: Successes and Failures by PDOs as Collective Brands for Italian Wine

Julian Alston (University of California), Davide Gaeta (University of Verona)

43: Are cooperatives doomed to produce only low quality wine? Not quite...

Angelo Zago (University of Verona), Umberto Nizza (University of Verona), Giulia Gastaldello (Free University of Bozen-Bolzano), Guenter Schamel (Free University of Bozen-Bolzano)

45: Terroir, terroir, are thou in Bordeaux ? A spatial hedonic regression analysis for Bordeaux wines

Angelo Zago (University of Verona), Francesca Rossi (University of Verona)

53: The impact of weather on wine grape yields in Bordeaux

Catherine Lis-Castiblanco (University of Bordeaux), Jean-Marie Cardebat (University of Bordeaux)

20:00 – 22:30 : DINNER

May 30

08:30 – 10:10 : PARALLEL SESSION

Parallel Session VII – Sustainability, Environment & Organic -

Room: Pythagoras I Chair : *Guenter Schamel (Free University of Bozen-Bolzano)*

46: Price impacts of ecofriendly attributes on cheap standard wines and quality wines: a comparison between hedonic model investigations

Massimo Canali (University of Bologna), Valentina Suprani (University of Bologna), Caetano Luiz Beber (University of Bologna), Giulio Malorgio (University of Bologna)

44: Developing a hierarchical integrated framework to evaluate sustainability performance in the wine industry

Ana Trigo (UTAD), Ana Marta Costa (UTAD), Rui Fragoso (University of Évora)

60: Clusters and sustainability: an approach from the Spanish wine sector and its designations of origin

Juan José Juste-Carrion (University of Valladolid), Guillermo Mendizabal (University of Valladolid)

61: What is natural wine?

Robin Goldstein (UC Davis), Magalie Dubois (Burgundy School of Business)

Parallel Session VIII– International Trade & Macro-

Room: Demokritus I Chair : *Angelo Zago (University of Verona)*

15: EU wine exporters competing in a changing international market

Anna Carbone (University of Tuscia), Roberto Henke (Research Center for Policies and Bioeconomy, ROME)

28: Heterogeneity and diversification strategies in exports: The case of the protected Spanish wine industry

Jacobo Nunez (University of Madrid), David Martin Barroso (University of Madrid), Juan A. Nunez Serrano (University of Madrid), Francisco Velazquez (University of Madrid)

37: The impact of markups on export behaviour: Firm level evidence from Hungarian wine industry

Imre Ferto (Hungarian University of Life Sciences), Gergely Csurilla (Center for Economic and Regional Studies, Budapest), Zoltan Bakucs (University of Óbuda)

38: Measuring the impact of natural disasters on wine exports: Investigations at the level of French 'départements'

Alex Bao (University of Bordeaux)

42: International Trade in Sparkling Wines. Is Prosecco Different?

Angelo Zago (University of Verona), Diego Lubian (University of Verona), Umberto Nizza (University of Verona)

10:10 – 10:20 : COFFEE BREAK

10:20 – 12:20 : PARALLEL SESSION

Parallel Session IX– Sustainability & Risk Management -

Room: Pythagoras I Chair : *Jean-Marie Cardebat (University of Bordeaux)*

72: Sustainability-oriented innovations and productivity in the Italian wine industry: Does dynamic capabilities matter

Luca Camanzi (University of Bologna), Pier Paolo Miglietta (University of Salento) Giulio Paolo Agnusdei (University of Salento), Sofia Formica (University of Bologna), Giulio Malorgio (University of Bologna)

74: Do South African consumers prefer local eco-certified wines

Radu Mihailescu (University of Applied Sciences, Rengerslaan), Britta Niklas (Ruhr University Bochum), Adeline Alonso Ugaglia (Bordeaux Sciences Agro), Daniel Moscovici (Stockton University), Jeff Gow (University of Southern Queensland)

62: A Dynamic Model of Sustainable Development in the Wine Sector

Gunter Schamel (Free University of Bozen-Bolzano), Stefan Franz Schubert (Free University of Bozen-Bolzano)

65: From Risk to Reward: The Strategic Advantages of Diversifying Grape Varietals

Philippe Masset (EHL Hospitality Business School), Louis Jordi (University of Bordeaux), Jean-Philippe Weisskopf (EHL Hospitality Business School)

71: Evaluating Strategies for Adaptation to Climate Change in the wine sector

Simonetta De Leo (Centre for Agricultural Policies and Bio-economy, Rome) Antonella Di Fonzo (Centre for Agricultural Policies and Bio-economy, Rome), Sabrina Giuca (Centre for Agricultural Policies and Bio-economy, Rome), Marco Gaito (Centre for Agricultural Policies and Bio-economy, Rome), Guido Bonati (Centre for Agricultural Policies and Bio-economy, Rome)

77: The financialization of the bulk wine market : issues and limits of the launch of a futures market

Jean-Marie Cardebat (University of Bordeaux), Catherine Lis Castiblanco (University of Bordeaux), Yves Jegourel (University of Bordeaux), Jean-Marc Figuet (University of Bordeaux)

Parallel Session X– Industrial Organization & Management -

Room: Demokritos I Chair : *Nikos Georgantzis (Burgundy School of Business)*

33: Technology-based regional wine development: A multi-purpose agrobot design for grape harvest automation

Aikaterina Karampatea (International Hellenic University), Elisavet Bouloumpasi (International Hellenic University), Eleftherios Karapatzak (International Hellenic University), Emmanouil Tziolas (International Hellenic University), Stavros Pavlidis (International Hellenic University), Stefanos Koundouras (University of Thessaloniki),

Spyridon Mamalis (International Hellenic University), Chris Lytridis (International Hellenic University), Vassilis G. Karburlasos (International Hellenic University)

48: The effect of weather and non-climatic inputs on mean yield and production risk : the case of French wine grapes

Louis Jordi (University of Bordeaux), Catherine Lis-Castiblanco (University of Bordeaux)

5: Simulation of the potential economic effect of a change from AOC to PDO in a wine-growing region in Switzerland

Alexandre Mondoux (Haute école de viticulture et oenologie de Changins), Bastien Christinet (Haute école de viticulture et oenologie de Changins), Roxane Fenal (Haute école de viticulture et oenologie de Changins), Olivier Viret (Direction Générale de l'Agriculture, de la Viticulture et des Affaires Vétérinaires du Canton de Vaud)

32: Is wine made in drama deserving of protected designations of origin (pdo) recognition?

Aikaterina Karampatea (International Hellenic University), Elisavet Bouloumpasi (International Hellenic University), Andriana Skendi (International Hellenic University), Spyridon Mamalis (International Hellenic University), Georgia Tseine (International Hellenic University), Sofia Giorouki (International Hellenic University)

34: The role of the geographical indication signs in increasing the market price for red wines. Evidence from the Italian market

Lucas Rossetto (University of Padova), Alice Stiletto (University of Padova), Leonardo Cei (University of Padova)

59: Characterising governance, innovations and sustainability in the French wine industry: a comparison between Cooperatives and Investor Owned Firms

Louis-Antoine Saisset (University of Montpellier), Leila Temri (University of Montpellier), Thalia Astruc (Institut Agro Montpellier), Iciar Pavez (University of Montpellier)

12:20 – 13:50 : LUNCH

13:50 – 15:30 : PARALLEL SESSION

Parallel Session XI– Consumers & Demand -

Room: Pythagoras I Chair : *Joao Rebelo (UTAD)*

13: Predictive modelling of willingness to pay for Portuguese sparkling wine consumers

Joao Rebelo (UTAD), Mario Gonzalez Pereira (UTAD), Norberto Jorge Goncalves, Lina Lourenco Gomes (UTAD), Tania Goncalves (UTAD)

29: A structural demand model of fine wines' characteristics: Does buyers' heterogeneity matter?

Benoit Faye (Inseec Business School), Eric Le Fur (Inseec Business School)

22: It's all about sparkling wine - consumer trend analysis of sparkling wine in Germany

Christoph Kiefer (Geisenheim University), Gergely Szolnoki (Geisenheim University)

49: The role of behavioural antecedents and consumption occasions in green innovation

acceptance: the case of wine in can

Lara Agnoli (Burgundy School of Business), Azzurra Annunziata (University of Naples), Efi Vasileiou (University of York), Nikos Georgantzis (Burgundy School of Business)

50: Exploring Relative Inflation Through the Vehicle of Champagne - Measuring the Experience of Luxury Inflation

Paul Merton (Ethos Wines Group, Cambridge)

Parallel Session XII– Industrial Organization & Management -**Room: Demokritus I Chair : Raul Compes (Instituto Agronómico Mediterráneo)****35: Impact of resource allocation and diversification strategies on performance measures in the post-Covid period: an application to Spanish wineries***Katrin Simon-Elorz (Universidad Pública de Navarra); Teresa García López de Meneses (Universidad Pública de Navarra), Andrea Ollo López (Universidad Pública de Navarra)***76: Determinants of blockchain technology adoption: the case of the Italian wine supply chain***Nicolas Santori (Polytechnic University of Marche, Ancona), Deborah Bentivoglio (Polytechnic University of Marche, Ancona), Giulia Chiaraluce (Polytechnic University of Marche, Ancona), Adele Finco (Polytechnic University of Marche, Ancona), Giacomo Staffolani (Polytechnic University of Marche, Ancona), Giulia Rafaiiani (Polytechnic University of Marche, Ancona), Roberto Tonelli (University of Cagliari), Ruggiero Sardaro (University of Foggia), Piermichele La Sala (University of Foggia), Francesco Conto (University of Foggia)***67: Spanish wine routes. Differences, similarities and consequent strategic implications***Bartolomé Marco-Lajara (University of Alicante), Luis A. Millan-Tudela (University of Alicante), Javier Martinez-Falco (University of Alicante), Eduardo Sanchez-Garcia (University of Alicante)***68: An industrial policy for territorial development: the case of the wine industry of Aragon (Spain)***Vicente Pinilla (University of Zaragoza), Raul Compes (Instituto Agronómico Mediterráneo)***80 : A proposal for the generation of supra-appellation of origin in the case of Spanish wine based on consumer perceptions***David Martin Barroso (University of Madrid), Jacobo Nunez (University of Madrid), Juan A. Nunez Serrano (University of Madrid), Francisco Velazquez (University of Madrid)***15:30 – 15:40 : COFFEE BREAK****15:40 – 17:20 : PARALLEL SESSION****Parallel Session XIII– Territories & Tourism -****Room: Pythagoras I Chair : Immaculada Carrasco University of Castilla-La Mancha)****17: The Effect of Winery Video Content on Consumer Perceptions of Wine Quality and Prices***Natalia Velikova (Texas Tech University), Tatiana Chameeva (KEDGE Business School), Marc Faget (KEDGE Business School), Bogdan Olevskiy (Texas Tech University)***20: The effect of wine tourism on the sustainable performance: Evidence of the Spanish wine industry***Javier Martinez-Falco (University of Alicante), Eduardo Sanchez-Garcia (University of Alicante), Luis-Antonio Millan-Tudela (University of Alicante), Bartolomé Marco-Lajara (University of Alicante)***26: Factors affecting the wine experience: the case of Urla vineyard (wine) route, Turkey***Nuray Turker (Karabuk University Safranbolu), Ozde Erkoc (Independent Scholar)***30: Issues at stake when monitoring wine tourism activities' economic performance***Claire Lamoureux (KEDGE Business School), Tatiana Bouzdine-Chameeva (KEDGE Business School), Vincent Maymo (IAE Bordeaux)*

51: Territorial and Demographic Implications of the Viti-vinicultural Economy in Europe: The Case of Castilla-La Mancha (Spain)

Immaculada Carrasco (University of Castilla-La Mancha), Sebastian Castillo (University of Castilla-La Mancha), Maria Carmen Cortijo (University of Castilla-La Mancha), German Andres Cevallos (University of Castilla-La Mancha)

Parallel Session XIV– Regulation & History -

Room: Demokritus I Chair : *Stefano Castriota (University of Pisa)*

16: A methodological investigation of the literature on moderate alcohol consumption

Stefano Castriota (University of Pisa), Paolo Frumento (University of Pisa), Francesco Suppressa (University of Siena)

18: Innovation and European Wine Regulation

Tilman Reinhardt (University of Bayreuth), Yasmine Ambrogio (University of Bayreuth), Laura Springer (University of Bayreuth)

55: The adoption of fungus-resistance grapevines: an analysis of producers approach in the Italian region of Veneto

Francesca Bastioli (University of Padua), Valentina Di Chiara (University of Padua), Eugenio Pomarici (University of Padua)

4: Wine and first wave globalisation: a case study in reception

Graham Harding (University of Oxford)

64: Emperors as kingmakers: A rare illustration of both instant and lasting Veblen effects

Olivier Bargain (University of Bordeaux), Robin Goldstein (UC Davis), Olivier Baron (University of Bordeaux), Maria C. Lo Bue

May 31

Visit of the Manousakis winery (wine tasting and lunch) and the Karavitakis winery (wine tasting)

Transport by bus, details to be confirmed !

Committees

BOARD

Jean-Marie Cardebat | *Université de Bordeaux – INSEEC, France*

Raul Compes | *Director CIHEAM Zaragoza, Spain*

João Rebelo | *Universidade de Trás-os-Montes e Alto Douro, Portugal*

Luca Rossetto | *Università di Padova, Italy*

Günter Schamel | *Free University of Bozen-Bolzano, Italy*

Lara Agnoli | *Burgundy School of Business, France*

Bernd Frick | *Universität Paderborn, Germany*

Davide Gaeta | *Università di Verona, Italy*

Eric Giraud-Héraud | *INRA, France*

Giulio Malorgio | *Università di Bologna, Italy*

Philippe Masset | *Ecole hôtelière de Lausanne, Switzerland*

Giulia Meloni | *Ku Leuven, Belgium*

Vicente Pinilla | *Universidad Zaragoza, Spain*

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