

LIST OF ACCEPTED PAPERS
(REFERRED)

Authors	University	Country	Title
Cadot Julien Couderc Jean Pierre	University of Montpellier Sup'Agro Montpellier	France France	A model of adaptive relationship between the entrepreneur and the bank : the case of French vineyards entrepreneurs
Kunc Martin	Universidad Adolfo Ibañez	Chile	A Review of the Development of Wine Tourism in Chile
Charters Steve Menival David	Reims Management School Reims Management School	France France	A typology of small producers in the champagne industry
Arnold C.G. René	University of Edinburgh	UK	Advertisements for German Wine: A semiotic approach to the symbolic meaning of wine consumption
Forbes Sharon Cohen David Dean David	Lincoln University Lincoln University Lincoln University	New Zealand New Zealand New Zealand	An Assessment of Wine Knowledge Amongst Global Consumers
Serra M. Elisabete Vieira J. M. Carvalho	Universidade Lusófona do Porto Instituto Superior da Maia, Maia	Portugal Portugal	Brand Experience Impact on the new Service Performance: a Study on Portuguese Wine and Tourism Sector
Vrontis Demetris Paliwoda Stanley	University of Nicosia University of Strathclyde	Cyprus UK	Branding and the Cyprus Wine Industry
Orth Ulrich Malkewitz Keven	Christian-Albrechts-Universität zu Kiel Oregon State University	Germany USA	Directing consumer price expectation through package design
Brodie Roderick Benson-Rea Maureen Lewis Nick	University of Auckland University of Auckland University of Auckland	New Zealand New Zealand New Zealand	Generic Branding of New Zealand Wine: From Global Allocator to Global Marketing
Lecat-Hec Benoît	HEC Genève-UNI MAIL	Switzerland	Buying decision with French wine: how important is the type of stopper? A comparison between French and French-speaking Swiss consumers
Kolyesnikova Natalia Dodd Tim Duhan Dale	Texas Tech University Texas Tech University Texas Tech University	USA USA USA	Identifying the Characteristics and Behavior of Advocate Segments in New Wine Regions
Thach Liz Kidwell Roland	Sonoma State University University of Wyoming	USA USA	Impact of HR practices on winery performance: comparison of U.S. and Australian small family wineries

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Authors	University	Country	Title
De Mello Luiz Pires Ricardo	OECD Economics Department, Paris Universitat Autònoma de Barcelona	France Spain	Message on a Bottle: Colours and Shapes in Wine Labels
Hatak Isabella Stöckl Albert	Burgenland University of Applied Sciences Burgenland University of Applied Sciences	Austria Austria	Purchasing wine as a gift, influencing factors and preferences: an empirical qualitative approach
Remaud Hervé Lockshin Larry	University of South Australia University of South Australia	Australia Australia	Rebranding A Commodity-Based Wine Region
Tipples Rupert	Lincoln Univeristy	New Zealand	St Helena Wine Estate (1978-2008) – a longitudinal case study of a medium sized Canterbury (NZ) export winery
Lupold Isabel Orth Ulrich	Christian-Albrechts-Universität zu Kiel Christian-Albrechts-Universität zu Kiel	Germany Germany	Stimulating sales of higher-priced wines through: a design-based perspective
Orth Ulrich	Christian-Albrechts-Universität zu Kiel	Germany	Tasting room experience, personality, and consumer emotional attachment to brands
Duquesnois Franck Gurău Călin	GSCM – Montpellier Business School GSCM – Montpellier Business School	France France	The Internet marketing strategy of French wine producers from Languedoc-Roussillon region
Ben-Nun Livnat Cohen Eli	Ben-Gurion University of the Negev Ben-Gurion University of the Negev	Israel Israel	The perceived importance of the features of wine regions and wineries for tourists in wine regions
McGarry Wolf Marianne	Cal Poly University, San Luis Obispo		Wine Label Attractiveness Perceptions by US and Australian Wine Consumers: A Case Study
Duhan Dale Wilcox James Kolyesnikova Natalia Dodd Tim Laverie Debra	Texas Tech University Texas Tech University Texas Tech University Texas Tech University Texas Tech University	USA USA USA USA USA	Wine on the spot: product knowledge and purchasing Venue choice
Don Cyr Martin Kusy Tony Shaw	Brock University, St. Catharines Brock University, St. Catharines Brock University, St. Catharines	Canada Canada Canada	Hedging Vineyard Losses Due To Harvest Rainfall: An Application of Weather Derivatives

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Szolnoki Gergely Hoffmann Dieter Herrmann Roland	Geisenheim Research Center Geisenheim Research Center Justus-Liebig - University	Germany Germany Germany	The influence of verbal and non-verbal information on the consumer decision - analysis using the example of white wine
Mueller Simone Rungie Cam Goodman Steve Lockshin Larry Cohen Eli	University of South Australia University of South Australia University of Adelaide University of South Australia Ben-Gurion University of the Negev	Australia Australia Australia Australia Israel	Is there more information in Best Worst choice data? Using the variance-covariance matrix to consider respondent heterogeneity
Cohen David Forbes Sharon Clements Michael	Lincoln University Lincoln University University of Wollongong	New Zealand New Zealand Australia	The dissemination of information among supply chain partners: a New Zealand wine industry perspective
Casini Leonardo Corsi Armando Maria Rungie Cam	University of Florence University of Florence University of South Australia	Italy Italy Australia	The impact of wine attributes on the behavioural loyalty of Italian consumers
Casini Leonardo Corsi Armando Maria Lockshin Larry Cohen Eli Goodman Steve	University of Florence University of Florence University of South Australia Ben-Gurion University of the Negev University of Adelaide	Italy Italy Australia Israel Australia	Consumer Preferences of wine in Italy applying Best:Worst and Ordinal Regression Methods
Mueller Simone Lockshin Larry	University of South Australia University of South Australia	Australia Australia	How important is wine packaging for consumers? On the reliability of measuring attribute importance with direct verbal versus indirect visual methods
Zidda Pietro Lockshin Larry van der Haert Stephanie	University of Namur University of South Australia University of Namur	Belgium Australia Belgium	Channel Choice Behaviour for Different Usage Situations: The Case of the Wine Product Category
Egan Thomas Jarvis Wade Gibberd Mark Williams Hannah	Curtin University of Technology University of Western Australia Curtin University of Technology Curtin University of Technology	Australia Australia Australia Australia	Some evidence and discussion on the validity of using intrinsic sensory cues in stated choice experiments
Veale Roberta	University of Adelaide	Australia	Sensing or knowing? Investigating the influence knowledge and self confidence on consumer beliefs regarding the effect of extrinsic cues on wine quality

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Bou Elena Sauquets Alfons Canestrino Rosella	GRACO Research Group, ESADE GRACO Research Group, ESADE University of Naples Parthenope	Spain Spain Italy	Collective Networks and Communities of Practice: The transformation of the Priorat Wine Region
Brouard Joëlle Ditter Jean-Guillaume	Burgundy School of Business Burgundy School of Business	France France	Business systems in the wine industry. The Examples of Burgundy and the Chablis districts
Cohen Eli D'Hauteville François Goodman Steve Lockshin Larry Sirieix Lucie	Ben-Gurion University of the Negev Sup'Agro Montpellier University of Adelaide University of South Australia Sup'Agro Montpellier	Israel France Australia Australia France	A cross-cultural comparison of choice criteria for wine in restaurants
Durrieu François Bouzdine-Chameeva Tatiana	BEM- Bordeaux Management School BEM- Bordeaux Management School	France France	Stopping rules in information search applied in web site by Wine Purchasers
Begalli Diego Codurri Stefano Gaeta Davide	University of Verona University of Verona University of Verona	Italy Italy Italy	Wine and web marketing strategies: the case study of Italian specialty wineries
Kunc Martin Tiffin Scott	Universidad Adolfo Ibañez, Santiago Universidad Adolfo Ibañez, Santiago	Chile Chile	University involvement in wine region development: a comparative case study between Univesidad de Talca (Chile) and Universidad de Cuyo (Argentina)
Durrieu François	BEM- Bordeaux Management School	France	Impact of the brand image and the brand association on labelling: the case of regional branding
Remaud Hervé Mueller Simone Chvyl Phoebe Lockshin Larry	University of South Australia University of South Australia University of South Australia University of South Australia	Australia Australia Australia Australia	Do Australian wine consumers value organic wine?
Amadiou Paul Viviani Jean-Laurent	University of Montpellier University of Montpellier	France France	Impact of intangible effort on performance in the case of French cooperatives and non-cooperatives
Pickering Gary Cullen Carman	Brock University Brock University	Canada Canada	The Influence of Taste Sensitivity and Adventurousness on Generation Y's Liking Scores for Sparkling Wine
Muecke Tina	Johannes Kepler University of Linz	Austria	The Internationalization of Wine Businesses: exploitation of social capital

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Zucca Gary	National University	USA	Direct to Consumer Sales in Small Wineries: A Case Study of Tasting Room and Wine Club Sales
Maurel Carole	University of Montpellier	France	Financial approach to export performance in French wine SMEs
Bressolles Grégory Durrieu François	BEM- Bordeaux Management School BEM- Bordeaux Management School	France France	Segmenting Online Customers Based on Electronic Service Quality Dimensions: an application on wine websites
Visentin Marco	Università di Bologna	Italy	When the growth is driven by technology transfer: different organizational search path in the Italian wine industry
Gilinsky Armand Santini Cristina Lazzeretti Luciana Eyler Robert	Sonoma State University University of Florence University of Florence Sonoma State University	USA Italy Italy USA	Desperately Seeking Serendipity: Exploring the Impact of Country Location on Innovation in the Wine Industry
Cole Matthew Pryor Susie Thompson Taylor Walter Amanda	Washburn University Washburn University Washburn University Washburn University	USA USA USA USA	From the Land of Kansas: a case study of an emergent wine region
Bodin Jan	ICN Business School, Nancy	France	Strategic Marketing Changes over Time & Generations - the Case of a Small Champagne Producer
Olsen Janeen	Sonoma State University	USA	An Exploratory Study into Wine Drinking in Bars, Pubs and Nightclubs in the United States
Maizza Amedeo Rosato Pierfelice	University of the Salento University of the Salento	Italy Italy	Wine tourism and enhanced value: a comparison between Italian successful destinations
Scorrano Paola	University of the Salento	Italy	E-wine: criticism and resources. A comparative analysis
Schamel Guenter	Free University of Bozen-Bolzano	Italy	Can German Wine Cooperatives Compete on Quality?
Bélis-Bergouignan M.-Calude Corade Nathalie Pesme Jacqueline-Olivier	BEM- Bordeaux Management School BEM- Bordeaux Management School BEM- Bordeaux Management School	France France France	Strategic operations in the Bordeaux-Aquitaine wine sector
Pratt Marlene	Griffith University Gold Coast Campus	Australia	Imagery of wine tourists and self-congruity by Gen Y

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Authors	University	Country	Title
Zanni Lorenzo	University of Siena	Italy	Long lasting wineries: managing family business and succession in Tuscany region
C. di Montezemolo Stefano	University of Florence	Italy	
Devigili Luca	University of Siena	Italy	
Nosi Costanza	University of Siena	Italy	The Aussie value innovation: how Australia escaped the Red Queen of the global wine business
Romanazzi Salvatore	University of Bari	Italy	Typical wine choice and consumption in Apulia
Petruzzellis Luca	University of Bari	Italy	
Tassiello Vito	University of Bari	Italy	
Trevisan Italo	University of Trento	Italy	The appellative "Denominazione geografica" in the marketing of grappa from Trentino
Mueller Simone	University of South Australia	Australia	The relationship between wine liking, subjective and objective wine knowledge: does it matter who is your "consumer" sample?
Francis Leigh	The Australia Wine Research Institute	Australia	
Lockshin Larry	University of South Australia	Australia	
Zampi Vincenzo	University of Florence	Italy	Purchasing drivers of professional wine buyers. The role of denominations of origin in the buying decision of Italian upscale restaurants
Faraoni Monica	University of Florence	Italy	
di Folco Eliseo	University of Florence	Italy	
Mele Cristina	University of Naples Federico II	Italy	Internationalization of Italian wine firms: an exploratory research
Russo Spina Tiziana	University of Naples Federico II	Italy	
Virtuani Elisabetta	University of Pavia	Italy	New leverages in customer/place oriented wine branding strategies. The case of wine architecture in experiential approaches to wine marketing
Zucchella Antonella	University of Pavia	Italy	
Ritchie Caroline	University of Wales Institute, Cardiff	UK	The Culture of Wine Buying in the UK Off-Trade
Romani Simona	University of Pisa	Italy	Wine consumption practices and meanings as depicted in Italian TV fiction
Gistri Giacomo	University of Pisa	Italy	
Belussi Fiorenza	University of Padua	Italy	The trade fair as a temporary cluster: a relational platform and knowledge filter for firms
Sedita Silvia	University of Padua	Italy	
Omizzolo Marica	SdV Milan	Italy	

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Mattiacci Alberto	University of Siena	Italy	Lessons from Italian youngsters: how to deal with wine complexity by marketing management
Ceccotti Federica	University of Rome La Sapienza	Italy	
Nosi Costanza	University of Siena	Italy	
Goodman Steve	University of Adelaide	Australia	International Comparison of Consumer Choice for Wine: A Twelve Country Comparison
Lockshin Larry	University of South Australia	Australia	
Cohen Eli	Ben-Gurion University of the Negev	Israel	
Fenterseifer J.	Escola de Administracao/UFRGS	Brazil	
Ma H.	China Agricultural University	China	
D'Hauteville François	Sup'Agro Montpellier	France	
Sirieix Lucie	Sup'Agro Montpellier	France	
Orth Ulrich	Christian-Albrechts-Universität zu Kiel	Germany	
Casini Leonardo	University of Florence	Italy	
Corsi Armando Maria	University of Florence	Italy	
Jaeger S.	Horticulture Research	New Zealand	
Danaher P.	University of Melbourne	Australia	
Brodie Roderick	University of Auckland	New Zealand	
Olsen Janeen	Sonoma State University	USA	
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