

TUESDAY 15 JANUARY 2019

ALL ACTIVITIES BEFORE LUNCH WILL TAKE PLACE IN AUDITORIUM 1

08h30-12h00	Continuation of registration of delegates
09h00-09h30	Welcome address by Prof Eugene Cloete, Vice-Rector for Research, Innovation and Postgraduate Studies of Stellenbosch University
09h30-10h30	Discussions with the aim to turn the AWBR into a formal non-profit organization with a Statute and a Management Structure with official membership Session chairperson: Prof Nic S Terblanche Discussants: Prof Liz Thach, MW Prof Simone Mueller Loose and Prof Steve Charters, MW
10h30-11h00	REFRESHMENT BREAK
11h00-12h00	Meet the Editors Prof Johan Bruwer Prof Armand Gilinsky
12h00-13h30	LUNCH AT STIAS
13h30-14h50	SESSIONS 1.1, 1.2 & 1.3
Session 1.1 Auditorium 1 Online/offline media Chair person: Donna Sears , Acadia University, Canada	WIP 4 The opportunity of using shared media for wine marketing (Marianne McGarry Wolf, Lindsey M. Higgins & Mitchell J. Wolf, California Polytechnic State University, San Luis Obispo; Shannon Wolf Montague, Etna Interactive, San Luis Obispo & Benoît Lecat, California Polytechnic State University, San Luis Obispo) WIP 22 From agriculture to advertising: the research gaze and wineries as complex organizations (Terrance Weatherbee & Donna Sears, Acadia University, Canada) WIP 34 A cross cultural comparison of wineries' online and social network practices (Sergio Canavati De La Torre, Sonoma State University, USA; Agusti Casas-Romeo & Esther Subirà-Llobera, University of Barcelona, Spain) CP 28 Internet and wine consumers'/tourists' behavior: The sources of online consumer power and their impact on consumer behaviour (Marianna Sigala, University of South Australia, Australia) CP 31 Using social media to distribute wine: Myth or reality? (Jean-Éric Pelet (ESCE Paris International Business School, France; Bonnie Canziani, University of North Carolina Greensboro; Roberta Capitello, Department of Business Administration, University of Verona; Coralie Haller, EM Strasbourg Business School, Université de Strasbourg, Humanis Research Center; Eva Merloni, Inter-Departmental Research Centre for Environmental Science - CIRSA - University of Bologna, Italy; Luca Rossetto, Department of Land, Environment, Agriculture and Forestry, University of Padova; Marianna Sigala, University of South Australia; Juan Tapia, Departamento Ingeniería Comercial, Universidad Técnica Federico Santa María; Guenter Schamel, Free University of Bozen-Bolzano; Agusti Casas, Universidad de Barcelona, Spain)
Session 1.2 Breakaway Labelling and wine Chair person: Gergely Szolnoki , Geisenheim University, Germany	WIP 12 Effects of conjunctive labeling on awareness level of targeted consumer segments (Thomas Atkin & Damien Wilson, Sonoma State University, Rohnert Park, California, USA) WIP 13 Judging a book by its cover: the power of wine label design in shaping consumers' product perceptions (Sergej von Janda, University of Mannheim, Germany; Alan Pomering, University of Wollongong, Australia & Sabine Kuester, University of Mannheim, Germany) CP 20 How will mandatory nutrition and ingredient labelling affect the wine industry? A quantitative producer study (Evelyn Pabst & Gergely Szolnoki, Geisenheim University, Germany & Simone Mueller Loose, Geisenheim University, Germany & University of South Australia, Adelaide, Australia) CP 21 The effects of mandatory ingredient and nutrition labelling for wine on consumers – a qualitative consumer study (Evelyn Pabst & Gergely Szolnoki, Geisenheim University, Germany & Simone Mueller Loose, Geisenheim University, Germany & University of South Australia, Adelaide, Australia)

Session 1.3 Manor House Library Specific wine consumers Chair person: Johan Bruwer, University of South Australia, Australia	WIP 14 Opinion leadership and opinion seeking among diners in South African restaurants (Johan Bruwer, Stellenbosch University, South Africa & University of South Australia, Australia & Nick Vink, Stellenbosch University, South Africa) WIP 18 Why do you drink wine? Consumer motivations in Kenya and Angola (Tim Clifton, Stellenbosch University, South Africa; Johan Bruwer, Stellenbosch University, South Africa & University of South Australia, Australia & Nick Vink, Stellenbosch University, South Africa) CP 16 Intergenerational transmission: An exploratory study of generation Z wine consumer behaviour (Didier Bédé, Paul Sabatier University, Toulouse, France; Charlotte Massa, University of Strasbourg, Strasbourg, France & Nathalie Maumon, Toulouse 2 Jean Jaurès – Espe St Agne, Toulouse, France) CP 27 Wine market search and third parties (Denton L Marks, University of Wisconsin-Whitewater, USA)
15h00-15h30	REFRESHMENT BREAK
15h30-17h00	SESSIONS 2.1, 2.2 & 2.3
Session 2.1 Auditorium 1 Chinese wine market Chair person: Justin Cohen, University of South Australia, Australia	WIP 30 Exploring the perception of luxury wine in China (Yuan Yao, University of Strasbourg, France & Jiajia Pan, Institut MonoVino, Guangzhou, China) WIP 42 Understanding the category entry points for wine in China (Justin Cohen, Carl Driesener, Ava Huang, Larry Lockshin, Armando Maria Corsi, Johan Bruwer, Richard Lee, Klaus Kilov, Ehrenberg-Bass Institute, University of South Australia, Australia) CP 14 Visual codes on French wine labels for cross-cultural marketing in China and Australia (Jacqueline Dutton, University of Melbourne, Australia & Nadine Normand-Marconnet, Monash University, Australia) WIP 36 Getting to know wine: Chinese consumers' motivations for, and experiences of, wine education courses (Joanna Fountain, Lincoln University, New Zealand & Murray Mackenzie, Hong Kong University Polytechnic, Hong Kong)
Session 2.2 Breakaway Wine and business Chair person: Marco Wolf, University of Southern Mississippi, USA	WIP 7 From prosumer to entrepreneur: the case of brewing new businesses (Marco Wolf, University of Southern Mississippi, USA & Wendy Ritz, Florida State University, USA) CP 6 Hawkes Bay wine auction: history, motivations and benefits (Sharon L. Forbes & Tracy-Anne De Silva, Lincoln University, New Zealand) CP 23 Wine and beer demand in out-of-home contexts in Italy: how important is it to be 'craft'? (Claudia Bazzani, Roberta Capitello, Diego Begalli, University of Verona, Italy & Riccardo Scarpa, University of Verona, Italy & Durham University Business School, United Kingdom) CP 18 Dynamic capabilities for sustainability - stimulus from a multi-case research (Marc Dreßler, Hochschule Ludwigshafen, Neustadt, Germany)
Session 2.3 Manor House Library Wine tourism Chair person: Martin Kunc, University of Warwick, United Kingdom	WIP 29 Wine cycling tourism – The extraordinary cyclists (Jana Heibel & Lucas Nesselhauf, Heilbronn University of Applied Sciences, Germany & Maren Sauter, DHBW Heilbronn, Germany) WIP 44 Wine tourism and regional development (Marlene Pratt, Griffith University, Australia) CP 15 Primary and secondary wine tourism – A segmentation approach (Maximilian Tafel & Gergely Szolnoki, Geisenheim University, Geisenheim, Germany) CP 12 Wine tourism in Chile: drivers affecting the development of wine tourism and its impact on price (Martin Kunc, University of Warwick, United Kingdom; Juan Pablo Torres, University of Chile, Chile; Jose Barrera, University of Leeds, United Kingdom & Steve Charters, Université Bourgogne Franche-Comté, France) CP 30 Wine trails in the Czech Republic (Martin Prokeš, Mendel University, Brno, Czech Republic)
18h30-???	SOUTH AFRICAN BRAAI AND SHARED BOTTLE DINNER
STIAS	

“Accept what life offers you and try to drink from every cup. All wines should be tasted; some should only be sipped, but with others, drink the whole bottle.” — Paulo Coelho, Brida

“Wine is the most healthful and most hygienic of beverages.” — Louis Pasteur

“In wine, there's truth.” — Pliny the Elder, Natural History

“I only drink Champagne when I'm happy, and when I'm sad. Sometimes I drink it when I'm alone. When I have company, I consider it obligatory. I trifle with it if I am not hungry and drink it when I am. Otherwise I never touch it – unless I'm thirsty.” Lily Bollinger (1899–1977), proprietor of French Champagne house Bollinger

“My only regret in life is that I did not drink more wine.” Ernest Hemingway

“Wine is the answer. I just don't remember the question.” Anonymous