

WEDNESDAY 16 JANUARY 2019

SESSIONS 3.1, 3.2 & 3.3

08h30-10h00	
Session 3.1 Auditorium 1 Wine trade and marketing channels Chair person: Natalia Velikova, Texas Tech University, USA	WIP 1 The effects of store brand wines on wine purchasing in supermarkets (Yosr Ben Tahar, Paris School of Business, France & Charlotte Massa, University of Strasbourg, France) WIP 40 Does the wine trade understand wine consumers? Measuring the alignment for wine choice drivers between trade operators and consumers (Armando Maria Corsi, Larry Lockshin, Jordan Louviere, Johan Bruwer, Justin Cohen, Klaus Kilov, Ehrenberg-Bass Institute, University of South Australia, Adelaide, Australia) CP 3 Online stocking practices. Corporate chains versus independent retailers: who supports smaller brands and regions better? (Larry Lockshin, Ann-Marie Azzurro & Alicia Barker, University of South Australia, Australia) CP 5 Selling wine in downtown: Who is the urban winery consumer? (Natalia Velikova, Texas Tech University, USA; Phatima Mamardashvili, International School of Economics, Tbilisi State University, Georgia; Tim H. Dodd & Matthew Bauman, Texas Tech University, USA) WIP 41 The ties that bind: keys to building strong relationships with importers and retailers to drive premium wine export sales (Roberta Crouch, Flinders University, Adelaide, Australia; Armando Maria Corsi, Ehrenberg-Bass Institute, University of South Australia, Adelaide, Australia; Vinh Lu, The Australian National University, Canberra, Australia; Lara Agnoli & Steve Charters, Université Bourgogne Franche-Comté, Dijon, France)
Session 3.2 Breakaway Wine business Relationships Chair person: Armand Gilinsky, Sonoma State University, California,	WIP 9 The relationship between past, on-site and post-consumption behaviours of tourists at cellar doors in Barossa Valley (Girish Prayag, University of Canterbury Business School, New Zealand; Marta Disegna, Bournemouth University, United Kingdom & Johan Bruwer, University of South Australia, Australia) WIP 11 Strategic preparedness and resilience in the U.S.Wine industry: an exploratory study (Armand Gilinsky, Jr., Judith Ford, Sergio Canavati de la Torre & Deanna Brown, Sonoma State University, California, USA) WIP 16 Product involvement and single-serve wine consumption metrics in USA restaurants (Johan Bruwer & Justin Cohen, University of South Australia, Australia & Kathleen Kelley, Pennsylvania State University, USA) WIP 20 South African wineries in the U.S. Market: Importer-producer ties and shelf presence (William Finlay & Kavi Pandian, University of Georgia, USA)
Session 3.3 Manor House Library Distinctive wine consumers Chair person: Nathalie Spielmann, NEOMA Business School, France	WIP 19 Coopetition in small, family-owned, rural New Zealand vineyards and the impact on stakeholders (Dave Crick, University of Ottawa, Ontario, Canada & James Crick, Loughborough University, United Kingdom) CP 8 Grape supply relationships in New Zealand: a multi-theoretical view (Mark M.J. Wilson, Lincoln University, Canterbury, New Zealand & M. Monnane, Southern African Development Community, Gaborone, Botswana) WIP 37 Towards understanding perceptions and responses to climate change in the New Zealand wine industry (Nicholas Cradock-Henry, Manaaki Whenua Landcare Research, Lincoln, New Zealand & Joanna Fountain, Lincoln University, New Zealand) CP 13 Exploring the 'give and take' in territorial branding (Nathalie Spielmann & Kristin Götz, NEOMA Business School, France; Christopher Williams, Durham University Business School, United Kingdom)
10h00-10h30	REFRESHMENT BREAK

10h30-12h00	SESSIONS 4.1, 4.2 & 4.3
Session 4.1 Auditorium 1 Wine economics and risk Chair person: Terrance Weatherbee , Acadia University, Canada	WIP 8 Wine consumers' involvement and brand risk perception: Effects on consumers' criteria for wine evaluation, label preference and willingness to pay (Edith Rüger-Muck, University of Applied Science Ludwigshafen, Germany; Johan Bruwer, University of South Australia, Australia & Stellenbosch University, South Africa; Anne Lena Wegmann, University of Applied Science Ludwigshafen, Germany) WIP 31 The impact of economic policy uncertainty on the pricing of fine wines (Nithya Shankar, State University of New York at Plattsburgh, USA & Bill Francis, Lally School of Management at the Rensselaer Polytechnic Institute) WIP 23 The challenges of effectively measuring economic impact in an emergent wine region: the case of Nova Scotia (Donna Sears & Terrance Weatherbee, Acadia University, Canada) WIP 28 The effect of consumers reviews on the perceived level of wine quality: A three-phase experiment (Maria Emilia Alvarez & Călin Gurău, Montpellier Business School, France)
Session 4.2 Breakaway Rosé Chair person: Benoît Lecat , California Polytechnic State	WIP 15 A profile of rosé consumers fueling its growth: Pink is not just for females (Marianne McGarry Wolf, Lindsey Higgins, Mitchell Wolf & Benoît Lecat, California Polytechnic State University, San Luis Obispo) WIP 2 Riding the wave of rosé: when pink becomes stylish (Nadine Normand-Marconnet, Monash University, Australia) WIP 35 Internships, valuable for the careers of wine students (Marianne McGarry Wolf & Benoît Lecat, California Polytechnic State University, San Luis Obispo) WIP 33 Six of one, half dozen of the other (Barry Babin & Christian Bushardt, Louisiana Tech University & Laurie Babin, University of Louisiana Monroe) WIP 3 The lure of the picturesque in winescape – an exposition of visitor/nature dynamics (Karin Alant & Nick Vink, University of Stellenbosch, South Africa)
Session 4.3 Manor House Library Wine education Chair person: François Durrieu , Kedge Business School, Talence, France	CP 29 How occasional are occasional wine buyers? (Hervé Rемаud, KEDGE Business School, France & Ehrenberg-Bass Institute, University of South Australia, Australia & Armando Maria Corsi, University of South Australia, Australia) CP 10 How to measure emotions with tasting: ideal matching between cheese and wine (Marie Durillon & François Durrieu, Kedge Business School, Talence, France) CP 7 A passion for wine: Developing scales to test a model of enduring involvement (Janeen Olsen, Liz Thach & Renata Schaefer, Sonoma State University, USA) WIP 6 The starter wine: Exploring how wine consumer taste preferences change over time (Liz Thach, MW, Sonoma State University, USA)
12h00-13h30	LUNCH AT STIAS
13h30-15h00	SESSION2 5.1 & 5.2
Session 5.1 Auditorium 1 Nature and wine Chair person: Barry J. Babin , Louisiana Tech University, Ruston, USA	CP 11 Analysis of German wine consumers' preferences for organic vs non-organic wines (Gergely Szolnoki & Katharina Hauck, Geisenheim University, Geisenheim, Germany) CP 22 Is there a future for steep slope wine growing? Analysing the importance of factors influencing producers' willingness to give up steep slope wine production (Larissa Strub, Geisenheim University, Germany & Simone Mueller Loose, Geisenheim University, Germany & University of South Australia, Adelaide) CP 19 Reasons for and challenges of organic wine production – a qualitative analysis of wine producers in Germany (Katharina Hauck & Gergely Szolnoki, Geisenheim University, Geisenheim, Germany) WIP 21 Exploring the priming effect in the context of organic wine: An experimental investigation. Stephanie Schäfer & Holger J. Schmidt, Koblenz University of Applied Sciences, Koblenz, Germany; Klaus-Peter Wiedmann, Leibnitz University, Hannover, Germany & Barry J. Babin, Louisiana Tech University, Ruston, USA)

Session 5.2 Manor House Library A blend of views Chair person: Lucas Nesselhauf, Heilbronn University of Applied Sciences, Germany	CP 1 The role of product information for wine innovation adoption: the case of fungus resistant grape varieties (Lucas Nesselhauf & Ruth Fleuchaus, Heilbronn University of Applied Sciences & Ludwig Theuvsen, University of Goettingen, Germany) WIP 24 Tasted or wasted? Drunkenness and other wine-related things we may have missed! (Terrance Weatherbee & Donna Sears, Acadia University, Canada) CP 2 Mapping wine business studies: Part 1, the International Journal of Wine Business Research (Terrance Weatherbee, Donna Sears & Ryan MacNeil, F.C. Manning School of Business, Acadia University, Canada)
15h00-15h30	REFRESHMENT BREAK
17h00	Buses depart from STIAS to Durbanville Hills Restaurant for the Gala Dinner