



XV International Conference
Academy of Wine Business Research (AWBR)

**Ever-evolving experiences in innovative and sustainable wine
systems**

Verona (Italy), 9-12 July 2024

PROGRAMME

Department of Management, University of Verona
Polo Universitario Santa Marta, Verona, Italy

Conference Co-Chairs

Roberta Capitello (Organizing Chair)
Elena Claire Ricci (Scientific Chair)

Organising Committee

Claudia Bazzani
Diego Begalli
Davide Gaeta
Riccardo Scarpa
Katia Laura Sidali

Secretariat and communication

Sonia Morandi



Academic Advisory Board

Lara Agnoli
Steve Charters
Armando Maria Corsi
Larry Lockshin
Simone Loose
Hervé Remaud
Donna Sears
Nathalie Spielmann
Natalia Velikova
Terrance Weatherbee
Damien Wilson

We would like to thank for their support:

Consorzio tutela vino Custoza doc
Consorzio tutela vino Soave doc
Consorzio tutela vino Lessini Durello doc
Consorzio tutela vino Bardolino doc
Consorzio tutela vino Valpolicella doc
Consorzio tutela vino Garda doc

Azienda Agricola Monte Zovo

Speri Viticoltori

Acetaia Giuseppe Cremonini

Riso Melotti

Dipartimento di Management – Università degli Studi di Verona

Dipartimento di Scienze Sociali – Università degli Studi di Foggia

Conference at a Glance

Tuesday, JULY 9 2024	<p><u>Morning</u> AWBR Executive Board Meeting</p>	<p>Rectorate, Palazzo Giuliani University of Verona Via dell'Artigliere 8</p>
	<p><u>Afternoon</u> Workshop with tasting <i>Between white and red. Original souls of Verona</i> (only for attendees who opted for this event during registration. The event is sold out)</p>	<p>Villa Eugenia University of Verona San Floriano Valpolicella</p>
	<p><u>Evening</u> Welcome Aperitivo in Valpolicella</p>	<p>Parco Villa Lebrecht University of Verona San Floriano Valpolicella</p>
Wednesday, JULY 10 2024	<p><u>Morning</u> Conference registration Plenary session I Plenary session II</p>	<p>Polo Santa Marta, University of Verona Via Cantarane 24</p>
	<p><u>Afternoon</u> Presentation of AWBR election nominees Parallel sessions</p>	<p>Polo Santa Marta, University of Verona Via Cantarane 24</p>
	<p><u>Evening</u> Dinner with bottle share This is a traditional event of the AWBR conference, where each participant brings a wine from their home region to share PLEASE TAKE YOUR BOTTLE DIRECTLY TO THE VENUE</p>	<p>Circolo Unificato dell'Esercito di Castelvechchio Corso Castelvechchio 4</p>
Thursday, JULY 11 2024	<p><u>Morning</u> Parallel sessions Plenary session III: Discussion panel with the Italian wine industry</p>	<p>Polo Santa Marta, University of Verona Via Cantarane 24</p>
	<p><u>Afternoon</u> AWBR Assembly Parallel sessions</p>	<p>Polo Santa Marta, University of Verona Via Cantarane 24</p>
	<p><u>Evening</u> Gala Dinner (only for attendees who purchased this event)</p>	<p>Villa della Torre Fumane</p>
Friday, JULY 12 2024	<p><u>All day</u> Wine Tour: <i>From hills to lake: discovering the Garda wine region</i> (only for attendees who purchased this event. The event is sold out)</p>	<p>Garda Lake</p>

TUESDAY 9th JULY, 2024

10:00 – 12:30 AWBR Executive Board meeting
(Rectorate, University of Verona, Palazzo Giuliani, Via dell'Artigliere 8 - Verona)
<https://maps.app.goo.gl/beuU6f7JA6N7trZ27>
(for executive board members only)

14:15 Transfer to the Campus in Viticulture and Oenology (San Floriano Valpolicella)
Only for attendees who opted for this event during registration. The event is sold out.
Meeting point at 14:15: At the statue of Cavour in Corso Castelveccchio 1 (at the intersection with Via Roma 80)
<https://maps.app.goo.gl/19Zp6PBReXrW1omV9>

15:30 – 18:20 Between white and red. Original souls of Verona
(Villa Eugenia, Department of Biotechnology, University of Verona – San Floriano Valpolicella)

Sissi Baratella, Oenologist and wine writer
in collaboration with Mattia Calesso, Oenologist and consultant

With the participation of:
Maurizio Ugliano, Professor of Oenology and Wine Chemistry, University of Verona
The sense of place of a wine. Case studies on the wines of Verona

18:20 – 20:15 Welcome Aperitivo in Valpolicella
(Villa Lebrecht, Department of Biotechnology, University of Verona – San Floriano Valpolicella)
(for all attendees)
<https://maps.app.goo.gl/fdJayjgCzm5DjrQ9>

If you are not able to take the transfer organised by the conference at 14:15, you can reach Villa Eugenia/Villa Lebrecht by public bus n. 21. It goes to San Floriano (bus stop San Floriano B). The timetable at the bus stop “Rail Station Porta Nuova (platform C1)” is: 15:03 - 16:03 - 17.03 - 18:03. Subsequent main stops are: Via Città di Nimes, Via Scalzi, Castelveccchio, Portoni Borsari, Via IV Novembre, Via Mameli. The expected time of travel is 40 minutes from the rail station.

WEDNESDAY 10th JULY, 2024

Polo Universitario Santa Marta, Via Cantarane 24 – Verona

<https://maps.app.goo.gl/HMw8dzWqXrGj6Y4f8>

Silos di Ponente (West Silos)

<https://maps.app.goo.gl/xkHkfu3ToNKyKTo78>

Aula Magna – Second Floor

8:30 Conference registration

9:00 – 9:30 Conference Opening – Institutional greetings

9:30 – 11:00 Plenary Session – I

The evolution of the wine business: sharing experiences in research and practice

Chair: Simone Loose, Hochschule Geisenheim University

Larry Lockshin, Emeritus Professor, South Australia University

Stevie Kim, Founder at Italian Wine Podcast, Managing Partner of Vinality

Luca Giavi, Director of the Consorzio Tutela Prosecco DOC

Sandro Boscaini, President Masi Agricola

11:00 – 11:30 Coffee break

11.30-11.35 Pinot Noir project presentation, Steve Charters, Burgundy School of Wine and Spirits
Business

11:35 – 12:30 Plenary Session – II

Developing new experiences in the wine world

Chair: Donna Sears, Acadia University

Roberta Garibaldi, University of Bergamo

Federico Ceretto, Ceretto Winery

Santa Marta Building

-1 floor – West side

12:30 – 13:30 Lunch

At the end of the lunch:

13:30 – 14:30 Presentation of AWBR election nominees

Chairs: Lara Agnoli and Steve Charters

Santa Marta Building

<https://maps.app.goo.gl/HMw8dzWqXrGj6Y4f8>

Ground floor – West side

14:30 – 15:45 – Parallel Sessions – 1

TOURISM – Session 1.1

Room SMT.06

Networking and services for wine tourism

Chair: Gergely Szolnoki

1. The tour bus as servicescape
Terrance Weatherbee, Donna Sears
2. It's a hard life to be wine routes together: an analysis of wine routes in Tuscany
Cristina Santini, Alessio Cavicchi, Chiara Mignani
3. A bibliometric review of wine experiences marketing: setting a research agenda
Nithya Shankar, Sukruth Suresh
4. Mobility and wine – caravanning tourism in German wine regions
Gergely Szolnoki, Christoph Kiefer, Thomas Nitsch

BUSINESS – Session 1.2

Room SMT.08

Innovation and sustainability in the wine industry

Chair: Paul Woodfield

1. Digital transformation toward sustainability in the wine industry: a systematic literature review
Marcelo Kratz Mendes, Roger de Bem Jaeger, Daniela Callegaro de Menezes, Aurora Carneiro Zen
2. What is natural wine?
Robin Goldstein, Magalie Dubois
3. Sustainability competencies in wine businesses education: an Okanagan case study
Danielle Robinson
4. Innovation response: winegrowing businesses affected by extreme events
Paul Woodfield, Erling Rasmussen, Yashika Chandhok

CONSUMER – Session 1.3

Room SMT.10

Analysing consumer preferences

Chair: Steve Charters

1. The older the better? prescriber and consumer differences in the vintage effect
Nathalie Spielmann, Felipe Pantoja (online)
2. How do you like your Rosé wine? The effects of different colors of Rosé wines on consumers' preferences and purchase intentions
David Jaud, Thierry Lorey, Nathalie Pouzalgues, Gilles Masson
3. The handmade effect – What's wine got to do with it?
Robert Zniva, Katharina Baumgartner
4. Familiarity vs liking as drivers of product and brand authenticity
Steve Charters, Lara Agnoli

Quality evaluation and Information

Chair: Hervé Rемаud

1. Effects of product quality versus online engagement for prices of experience products: evidence from the champagne industry
Jana Gross, Olivier Gergaud, Renaud Lunardo
2. Wine list analysis and restaurant popularity: an exploratory study in the city of Bergamo, Italy
Stefano Corsi, Chiara Mazzocchi, Riccardo Saracino
3. Green consumerism in wine business: assessment of trustworthiness of sustainability claims - the case of the Finnish wine state monopoly
Bodo Steiner, Sanna Mantere
4. Factors explaining differences between wine experts' ratings
Florine Livat, Hervé Rемаud, Marta Fernández-Olmos

*-1 floor – West side**15:45 – 16:00 Coffee break**Ground floor – West side***16:00– 17:15 – Parallel Session – 2**

TOURISM – Session 2.1

Room SMT.06

Developing wine tourism business

Chair: Donna Sear

1. Developing and testing wine tour guide scales
Terrance Weatherbee, Donna Sear
2. Wine tourism impact on winery's performance: investigating managerial dilemmas.
Claire Lamoureux, Tatiana Bouzdine Chameeva, Gergely Szolnoki
3. Advancing wine tourism education through participatory approaches: Experiences from an international collaboration
Maria Alebaki, Stella Kladou, Gergely Szolnoki
4. Wine tourism in the mirror: tourists may be smaller than they appear
Donna Sear, Terrance Weatherbee

BUSINESS – Session 2.2

Room SMT.08

Developing new wine business strategy

Chair: Monique Bell

1. Old whisky in new bottle: is Scotch whisky industry following strategies like the wine industry?
Martin Kunc
2. Evaluation of performance and default risk: a comparative analysis of cooperative and private wine firms in the Piedmont region
Mattia Iotti, Giovanni Ferri, Alberto Calugi, Elisa Manghi, Giuseppe Bonazzi
3. Does bureaucracy hinder winegrowers?
Luigi Galletto, Luigino Barisan
4. What's changed for black-owned wine businesses since 2020? a review of 2020 and 2023 surveys
Monique Bell

Analysis of wine sales

Chair: Simone Loose

1. How persistent are deviations in duplication of purchase? The case of alcoholic beverages in Denmark
Hervé Rемаud, Polymeros Chrysochou, Carl Driesener
2. The effect of wine label design on sales
David Jaud, Esther Jaspers, Valentyna Melnyk
3. Analyzing consumer sentiments in us wine e-commerce: a text mining exploration of customer reviews
Mingze Rui, Simone Blanc, Stefano Massaglia, Antonina Sparacino
4. Spatial patterns of wine purchases - An application of big data analysis of direct-to-consumer sales
Tobias Scholl, Simone Loose

Wine Culture

Chair: Natalia Velikova

1. ‘Subterranean cellars sacred to Bacchus’: champagne tourism in the 19th century
Graham Harding
2. Wine in a culturally constrained environment: the contexts of wine producers in Türkiye
Mürşide Karadeniz, Steve Charters
3. How culture creates marketable meaning: a visual content analysis of representations of Californian wine from 1960 to 2010
Chloe Raynaud, Steve Charters
4. Wine and war: wine cultural identity as a catalyst for crisis management
Oleksandra Hanchukova, Natalia Velikova



19:45-22:30 Dinner with bottle share (Circolo Unificato dell’Esercito di Castelvechio, Corso Castelvechio, 4 – Verona)

To be reached autonomously.

The “Circolo” kindly requests that guests do not wear running shoes or slippers, torn or worn jeans, or shorts.

<https://maps.app.goo.gl/GqKvvs5Tuqk8hw97>

PLEASE TAKE YOUR BOTTLE DIRECTLY TO THE VENUE

THURSDAY 11th JULY, 2024

Polo Universitario Santa Marta, Via Cantarane 24 – Verona

Santa Marta Building

Ground floor – West side

8:30 Conference registration

9:00 – 10:15 – Parallel Session – 3

TOURISM – Session 3.1

Room SMT.06

Sustainable wine tourism

Chair: Tatiana Bouzdine-Chameeva

1. Cultivating sustainability through wine tourism: the interplay of corporate legitimacy and green innovation
Javier Martínez-Falcó, Eduardo Sánchez-García, Bartolomé Marco-Lajara, Luis Antonio Millán-Tudela
2. Measures, drivers and barriers of sustainable wine tourism - a comparison of practices around the world
Gergely Szolnoki, Maximilian Tafel, Niklas Ridoff
3. Designing for a memorable experience in wine tourism: the role of personal authenticity, visitor participation and eco-label confusion
François Durrieu, Frederic Ponsignon, Thierry Lorey
4. From vine to glass: navigating the carbon footprint of wine tourism
Tatiana Bouzdine-Chameeva, Anicia Jaegler, Javiera Rojas

BUSINESS – Session 3.2

Room SMT.08

Social sustainability in the wine industry

Chair: Sharon Forbes

1. Evaluation of social practices in Italian wine firms within sustainability's three dimensions perspective
Sonia Morandi, Elena Claire Ricci
2. From vine to wine: exploring vineyard workers' well-being
InHaeng Jung, Carina Bautista, Johnathan Bautistaca
3. Materiality assessment toward sustainability management: an experimental approach
Sara Moggi, Enrico Tavoni
4. SDGs and the wine industry: a case study of a Scottish wine business
Sharon Forbes, Angus Brodie, Kathy-Ann Fletcher

Packaging and Labelling

Chair: Armando Maria Corsi

1. Look how unique is my wine! When and why embossed wine labels increase consumers' responses
Manon Favier, David Jaud, Camille Saintives
2. Selling organic wine online: put a label on it... any label
Valdimar Sigurdson, Michal Folwarczny, Nils Magne Larsen, Asle Fagerstrøm, Magalie Dubois
3. Back to the future? Assessment of reusable wine bottles - customer acceptance and winemakers perspectives
Marc Dressler, Katharina Kleiner
4. Investigating consumers' perception towards alternative wine containers: a cross-country analysis in Australia, Italy and the US
Armando Maria Corsi, Andrea Dominici, Larry Lockshin, Liz Thach, Leonardo Casini

Wine market developments

Chair: Damien Wilson

1. How culture impacts consumption behavior for alcoholic beverages: a cross-country study
Lara Agnoli, Jean-Francois Outreville
2. Effects of economic crisis on German wine sales through different sales channels - insights from digital sales data collection
Antoine Wetzler, Anthony Bennett, Simone Loose
3. Consumer perceptions of wine authenticity: an exploratory study in Italy
Latansa Izzata Dien Elam, Roberta Capitello
4. Navigating the wine involvement ladder in the 21st Century
Damien Wilson

-1 floor – West side*10:15 – 10:45 Coffee break*

Silos di Ponente (West Silos)

Aula Magna – Second Floor

10:45 – 12:45 – Plenary session: Discussion panel with the Italian wine industry

Shaping a Sustainable and Innovative Wine Future: Industry and Academia Collaborate

Chair: Natalia Velikova; Texas Tech University

Panelists:

Chiara Lungarotti, Vice President Unione Italiana Vini

Andrea Sartori, board of directors Collis Heritage Group

Francesco Sorelli, director of international communication, Ruffino winery

Riccardo Velasco, director of CREA public research center Viticulture and Oenology

Piero Mastroberardino, University of Foggia - Dipartimento di Scienze Sociali, Vice President FederVini

Santa Marta Building

-1 floor – West side

12:45 – 13:45 – Lunch

Ground floor – West side

13:45 – 14:45 – AWBR Assembly

Room SMT.06

14:45 – 15:40 – Parallel Session – 4

PhD SESSION – Session 4.1

Room SMT.08

Innovation in the wine industry

Chair: Terrance Weatherbee

1. Intersecting the confluence of tradition and digital transformation: a comprehensive analysis of the German wine value chain
Sarah Lichtmannecker, Valentin Hohnhorst
2. Ecological transition in the vineyards: farmers' innovation adoption drivers
Francesco Vella, Riccardo Vecchio, Giuseppina Migliore
3. Can agrivoltaic systems make viticulture profitable? Development of an economic assessment framework and first application to simulated scenarios
Larissa Strub, Maximilian Wittke, Max Trommsdorff, Claudia Kammann, Manfred Stoll, Simone Loose

PhD SESSION– Session 4.2

Room SMT.10

Wine consumers perception and engagement

Chair: Caterina Contini

1. From vice to virtue: disentangling consumer engagement with regular and NOLO wines.
Cassidy Shaw, Rebecca Dolan, Armando Maria Corsi, Steve Goodman
2. Maximising sales and fostering brand attachment: the power of great expectations in the Australian cellar door experience.
Genevieve d'Ament, Tahmid Nayeem
3. Packaging influence on wine perception: blind tasting experimental analysis of glass and alternative packaging
Boglarka Eisinger Balassa, Réka Koteczki, Máté Farkas-Kis, Agnes Csiba Herczeg

Consumer acceptance of wine innovation

Chair: Hervé Remaud

1. Consumers' response to information on fungus-resistant grape varieties – a central location test in Germany
Christoph Kiefer, Gergely Szolnoki
2. Consumer acceptance of resistant grape varieties - a discrete choice experiment among consumers in Germany
Christoph Kiefer, Gergely Szolnoki
3. Consumer acceptance of novel foods and beverages: a systematic literature review and future research agenda for the wine sector
Syuzanna Mosikyan, Rebecca Dolan, Armando Maria Corsi, Susan Bastian

-1 floor – West side

15:40– 15:55 – Coffee break

Ground floor – West side

15:55– 17:10 – Parallel Session – 5

TOURISM – Session 5.1

Room SMT.06

Developing wine tourism experiences

Chair: Antonio Seccia

1. The Ability of experience design characteristics to elicit visitor value and satisfaction in wine tourism: a field study at La Cité du Vin
François Durrieu, Frederic Ponsignon, David Jaud, Renaud Lunardo
2. Forecasting wine tourism: a review
Martin Kunc
3. Exploring the nature of wine tourism experiences: guided versus self-guided travelers
Terrance Weatherbee, Donna Sears
4. Wine tourism in Southern Italy. A benchmark analysis with international experiences
Antonio Stasi, Gianluca Nardone, Mattia Stella, Antonio Seccia

BUSINESS – Session 5.2

Room SMT.08

Analysing (eco-)innovation adoption

Chair: Lara Agnoli

- Promoting environmental innovation in wine companies
1. *Eduardo Sánchez-García, Javier Martínez-Falcó, Luis Antonio Millán-Tudela, Bartolomé Marco-Lajara*
 2. Firms' strategies in the premium sparkling wine sector: A comparative analysis of Champagne, Franciacorta and English sparkling wines.
Nicolas Depetris Chauvin, Antoine Pinède, Heber Rodrigues
 3. The diversity of eco-innovations' micro-foundations: a cross comparison of two wine regions
Nicolas Befort, Paul Woodfield, Kenneth Husted
 4. Agroecological Weed Management: Drivers and barriers to adoption from a grape grower perspective
Lara Agnoli, Efi Vasileiou, Nikos Georgantzis, Alexandros Tatarida, Ilias Travlos, Nikos Antonopoulos, Nuria Ferreiro Dominguez, Maria Rosa Mosquera Losada, Antonino Modaffari

Acceptance of new wine packaging types

Chair: Rebecca Dolan

1. Who gives a bottle about packaging? A cross-country study
Andrea Dominici, Armando Maria Corsi, Larry Lockshin, Liz Thach, Leonardo Casini
2. An exploration of sustainable wine packaging innovations
Kristine Deroover, Irma Day, Chandrika Pabakar, Michael Siegrist, Tamara Bucher
3. Disrupting tradition: exploring alternative packaging as a catalyst for adoption of NOLO wines
Rebecca Dolan, Armando Maria Corsi

17:10-17:30 – Conference conclusion

Room SMT.11



Gala Dinner (Villa della Torre, Fumane)

Only for attendees who purchased this event.

Bus transfer - Meeting point at 18:45: At the statue of Cavour in Corso Castelvechio 1

<https://maps.app.goo.gl/19Zp6PBReXrW1omV9>



FRIDAY 12th JULY, 2024

Wine Tour – From hills to lake: discovering the Garda wine region

Bus transfer - Meeting point at 8.45: At the statue of Cavour in Corso Castelvechio 1

<https://maps.app.goo.gl/19Zp6PBReXrW1omV9>

Only for attendees who purchased this event. This event is sold out.

First stop: Monte Zovo Winery

Second stop: Tinazzi Winery

Third stop: Tenuta Canova

Fourth stop: Lazise

18:00 Departure for Verona city centre

Arena Opera Night

Il Barbiere di Siviglia by Giacomo Rossini (Arena di Verona)

The show starts at 21:15.

Only for attendees who purchased this event.

To be reached autonomously.

A special thank you to the many reviewers!

Maria Alebaki	Florine Livat
Silvia Abella-Garcés	Larry Lockshin
Lara Agnoli	Simone Loose
Luigino Barisan	Thierry Lorey
Susan Bastian	Renaud Lunardo
Claudia Bazzani	Javier Martínez-Falcó
Monique Bell	Stefano Massaglia
Graziella Benedetto	Giuseppina Migliore
Simone Blanc	Chiara Mignani
Tatiana Bouzdine-Chameeva	Luis A. Millán-Tudela
Tamara Bucher	Sara Moggi
Amelie Burgess	Sonia Morandi
Roberta Capitello	Sussie Morrish
Alessio Cavicchi	Jean-Francois Outreville
Steve Charters	Felipe Pantoja
Armando Maria Corsi	Vita Petek
Stefano Corsi	Vicente Pinilla
Genevieve d'Ament	Senthilkumaran Piramanayagam
Nicolas Depetris Chauvin	Fred Ponsignon
Rebecca Dolan	Hervé Remaud
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Boglárka Eisinger Balassa	Cristina Santini
Manon Favier	Partho Seal
Juan Ferrer	Donna Sears
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Martin Hirche	Maximilian Tafel
Mattia Iotti	Riccardo Vecchio
David Jaud	Natalia Velikova
InHaeng Jung	Terrance Weatherbee
Stella Kladou	Damien Wilson
Réka Koteczki	Paul Woodfield
Martin Kunc	Robert Zniva
Claire Lamoureux	

AWBR Conferences

Colloquium in Wine Marketing (2003), University of South Australia, Adelaide, Australia

2nd Annual International Wine Marketing Symposium (2005), Sonoma, California, USA

3rd International Wine Business & Marketing Conference (2006), Montpellier, France

4th International Wine Business & Marketing Conference (2008), Siena, Italy

5th International Conference of the Academy of Wine Business Research (2010), Auckland, New Zealand

6th International Conference of the Academy of Wine Business Research (2011), Bordeaux, France

7th International Conference of the Academy of Wine Business Research (2013), St. Catharines, Canada

8th International Conference of the Academy of Wine Business Research (2014), Geisenheim, Germany

9th International Conference of the Academy of Wine Business Research (2016), Adelaide, Australia

10th International Conference of the Academy of Wine Business Research (2017), Rohnert Park, California, USA

11th International Conference of the Academy of Wine Business Research (2019), Stellenbosch, South Africa

12th International Conference of the Academy of Wine Business Research (2021), Dijon, France, Virtual

13th International Conference of the Academy of Wine Business Research (2022), Dijon, France

14th International Conference of the Academy of Wine Business Research (2023), Wolfville, Nova Scotia, Canada

15th International Conference of the Academy of Wine Business Research (2024), Verona, Italy

Looking forward to the 16th AWBR Conference in 2026!

Arrivederci!

Roberta, Elena and the Organising Committee

