

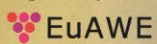


4th Annual
Conference

EUROPEAN ASSOCIATION OF WINE ECONOMISTS

May, 14-17, 2025
Zaragoza, Spain

Organized by:



Sponsored by:



Overview General Program

Wednesday, May 14

19:00 : Arrival, registration and welcoming reception at Museo Pablo Serrano (P.º de María Agustín, 20, Casco Antiguo)

Thursday, May 15

8:30 – 10:20

Parallel Session 1 (Room 2) – Consumers – Communications : 3 • 22 • 35 • 57 • 62 • 29

Parallel Session 2 (Room 8) – Industrial organization – Communications : 15 • 19 • 69 • 79 • 85 • 91

10:20 – 10:50

Inauguration of the Conference (Room : Salón de Actos)

10:50 – 11:20



Coffee Break - Restaurante Flor (Edificio Paraninfo)

11:20 – 12:50

Plenary session (Room : Salón de Actos)

With

► **Kym Anderson** (Executive Director, Wine Economics Research Centre; CEPR Research Fellow; Adelaide, Australia)

► **Rafael del Rey** (DelReyAWM. Independent consultant on Wine Markets & Chairman Wine Tourism Committee AEPEV)

12:50 – 14:20



Lunch - Restaurante Flor (Edificio Paraninfo)

14:20 – 16:10

Parallel Session 3 (*Room 2*) – Policy & Regulation – *Communications* : 13 • 30 • 59 • 73 • 82

Parallel Session 4 (*Room 8*) – Sustainability – *Communications* : 4 • 20 • 32 • 40 • 50 • 64

16:10 – 16:40



Coffee Break - *Restaurante Flor (Edificio Paraninfo)*

16:40 – 18:10

Parallel Session 5 (*Room 2*) – Consumers – *Communications* : 12 • 33 • 39 • 58 • 76

Parallel Session 6 (*Room 8*) – Sustainability – *Communications* : 17 • 18 • 26 • 45 • 55 • 67

18:10 – 19:00

Parallel Session 7 (*Room 2*) – Experts : *Communications* : 2 • 11 • 31

Parallel Session 8 (*Room 8*) – Agronomy : *Communications* : 16 • 23 • 34

19:00 – 20:00

Tasting of Aragonese Wines

20:30



Dinner - *La Ontina - NH Gran Hotel Saragoza (city center)*

Friday, May 16

8:30 – 10:30

Parallel Session 9 (*Room M1*) – Management - Communications : 8 • 51 • 66 • 68 • 86 • 88

Parallel Session 10 (*Room M2*) – Marketing - Communications : 1 • 28 • 52 • 77 • 84 • 87

10:30 – 11:00



Coffee Break - *Restaurante Flor (Edificio Paraninfo)*

11:00 – 13:00

Parallel Session 11 (*Room M1*) – Sustainability - Communications : 7 • 71 • 74 • 80 • 81

Parallel Session 12 (*Room M2*) – Marketing - Communications : 27 • 48 • 49 • 53 • 72

13:30 – 14:30



Lunch - *Restaurante Flor (Edificio Paraninfo)*

14:30 – 16:30

Parallel Session 13 (*Room 2*) – Tourism - Communications : 9 • 10 • 24 • 36 • 41 • 42

Parallel Session 14 (*Room 8*) – Consumers - Communications : 5 • 25 • 37 • 54 • 56 • 90

16:30 – 17:00



Coffee Break - *Restaurante Flor (Edificio Paraninfo)*

17:00 – 19:00

Parallel Session 15 (*Room 2*) – Price & Market - Communications : 14 • 78 • 83 • 89 • 92

Parallel Session 16 – Management (*Room 8*) – Communications : 21 • 38 • 43 • 63 • 70

20:00 Bus meeting point - *Puerta del Museo Pablo Serrano*

20:30 Gala Dinner - *EL HABITAT SELLA – Villanueva de Gallego*



Saturday, May 17

Bus meeting point : Puerta del Museo Pablo Serrano

Day of visits (choice of two options)

OPTION 1: EXCURSION TO CARIÑENA (Protected Designation of Origin) THE WINE BORN FROM STONES (<https://elvinodelaspiedras.es>) :

- 08:30 Departure from Zaragoza
- 09:30 Visit to Bodega Mancuso (Almonacid de la Sierra, with the possibility of visiting vineyards)
- 12:00 Reception at the Cariñena City Hall (Cariñena, European Wine City)
- 12:30 Wine tasting of the D.O.P. (offered by the Regulatory Council, at Tierra de Cubas)
- 14:00 Lunch at Tierra de Cubas

OPTION 2 : EXCURSION TO CAMPO DE BORJA (Protected Designation of Origin) THE EMPIRE OF GRENACHE (<https://docampodeborja.com/en/>)

- 08:30 Departure from Zaragoza
- 09:30 Visit to Bodega Palmieri Sicilia (Tabuenca)
- 11:30 Visit to a vineyard
- 12:00 Visit to Bodega Alto Moncayo (Borja)
- 14:00 Lunch at Bodega Alto Moncayo
- 17:00 Visit to the Veruela Monastery

Annexe

- 1. Perceptions in a can: how product personality shapes stereotypes of canned wine drinkers
Nicolas Depetris Chauvin (HES-SO, Haute Ecole de Gestion de Genève, Switzerland), Antoine Pinède (HES-SO, Haute Ecole de Gestion de Genève, Switzerland), Heber Rodrigues (Yayin Sense, United Kingdom)
- 2. The influence of gendered language in wine reviews: a gender-based analysis of language style matching
Daniel Kaimann (Paderborn University, Germany), Clarissa Spiess Bru (Paderborn University, Germany), Bernd Frick (Paderborn University, Germany)
- 3. The price of exclusivity: empirical evidence from the "austrian sparkling wine trophy 2024"
Bernd Frick (Paderborn University, Germany), Daniel Kaimann (Paderborn University, Germany)
- 4. Sustainable agriculture: profile and strategies of argentine wineries
Emiliano C. Villanueva (Eastern Connecticut State University, USA), Juan Ramón Ferrer (Universidad Politécnica de Madrid, Spain), María Carmen García Cortijo (Universidad Politécnica de Madrid, Spain), Juan Sebastián Castillo Valero (Universidad Politécnica de Madrid, Spain)
- 5. Tradition meets innovation: new sales channels for still wine and sparkling wine in the out-of-home market
Martina Boehm (Baden-Wuerttemberg Cooperative State University, Germany), Ralph Scheubrein (Baden-Wuerttemberg Cooperative State University, Germany)
- 7. The wine sector and population, dependent vectors for rural development in castilla-la mancha
Juan Sebastián Castillo Valero (Universidad Politécnica de Madrid, Spain), María Carmen García Cortijo (Universidad Politécnica de Madrid, Spain), Germán Andrés Cevallos Meneses (Universidad Politécnica de Madrid, Spain), Carmelo Díaz Poblete (Universidad Politécnica de Madrid, Spain)
- 8. The role of wine tourism in the relationship between business model innovation and robustness in spanish wineries. an explanatory analysis
Luis Antonio Millán-Tudela (University of Alicante, Spain), Bartolomé Marco-Lajara (University of Alicante, Spain), Javier Martínez-Falcó (University of Alicante, Spain), Nikolaos Georgantzis (Burgundy School of Business, France)
- 9. Wine tourism as a catalyst for sustainable competitive advantage: unraveling the role of winery image and reputation
Javier Martínez-Falcó (University of Alicante, Spain), Eduardo Sánchez-García (University of Alicante, Spain), Bartolomé Marco-Lajara (University of Alicante, Spain), Luis Antonio Millán-Tudela (University of Alicante, Spain), Jacobo Núñez Serrano (University of Alicante, Spain), Santiago González-González (University of Alicante, Spain)
- 10. Unobserved heterogeneity in wine experiences' pricing: the case of portugal
João Rebelo (University of Trás-os-Montes and Alto Douro, Portugal) Alexandre Guedes (University of Trás-os-Montes and Alto Douro, Portugal), Tânia Gonçalves (University of Trás-os-

Montes and Alto Douro, Portugal), Lina Lourenço-Gomes (University of Trás-os-Montes and Alto Douro, Portugal)

- 11. Gender dynamics in wine ratings: alignment between evaluators and winemakers
Omer Gokcekus (Seton Hall University, USA)
- 12. Analyzing consumer perception of non-alcoholic wine based on text mining approach
Mingze Rui (University of Turin, Italy), Simone Blanc (University of Turin, Italy), Filippo Brun (University of Turin, Italy), Stefano Massaglia (University of Turin, Italy)
- 13. Wine protected designations of origin as a policy to prevent depopulation: the case of Spain
Francisco Javier Velazquez (Universidad Complutense de Madrid, Spain), David Martin Barroso (Universidad Complutense de Madrid, Spain), Juan A. Nunez-Serrano (Universidad Autónoma de Madrid, Spain), Jacobo Nunez (Universidad Complutense de Madrid, Spain)
- 14. Drivers of wine grape prices in south africa: institutional aspects
Britta Niklas (Ruhr-Universität Bochum, Germany), Nick Vink (Stellenbosch University, South Africa)
- 15. Towards a strategic framework for wine e-commerce platform optimization
Michal Paul Kramer (Hochschule Geisenheim University, Germany), Jon H, Hanf (Hochschule Geisenheim University, Germany)
- 16. Impact of agri-environmental schemes on input use in the hungarian wine sector
Imre Ferto (HUN-REN Centre for Economic and Regional Studies, Hungary), Gergely Csurilla (HUN-REN Centre for Economic and Regional Studies, Hungary)
- 17. Diversification strategies in etna's the vitiviniculture sector: assessing sustainable development through collective action
Iuri Peri (University of Catania, Italy), Gabriella Vindigni (University of Catania, Italy), Alessandro Grasso (University of Catania, Italy), Vera Teresa Foti (University of Catania, Italy), Giulia Maesano (University of Bologna, Italy), Federica Consentino (University of Catania, Italy)
- 18. Market entry decision and product sustainability
Juan Ferrer (Universidad Politécnica de Madrid, Spain), Carla Serrano (Universidad Complutense Madrid, Spain)
- 19. International comparison of winery efficiency in old and new world countries
Nicolás Depetris Chauvin (HES-SO, Haute Ecole de Gestion de Genève, Switzerland), Gustavo Ferro (Universidad del CEMA and CONICET, Argentina)
- 20. Embracing sustainability: consumer segments and the adoption of reusable glass bottles in the german wine sector
Katharina Kleiner (Ludwigshafen University of Business and Society, Germany), Britta Niklas (Ruhr University Bochum, Germany), Marc Dressler (Ludwigshafen University of Business and Society, Germany)
- 21. Responsible leadership and effective knowledge sharing as drivers of sustainability in the wine industry
Eduardo Sánchez-García (University of Alicante, Spain), Javier Martínez-Falcó (University of Alicante, Spain), Bartolomé Marco-Lajara (University of Alicante, Spain), Anna Sławik

(Jagiellonian University, Poland), Santiago González-González (University of Alicante, Spain), María Alebaki (Hellenic Agricultural Organization DIMITRA Kourtidou, Greece)

- 22. Calorie labeling on wine: exploring consumer preferences across diverse regulatory contexts

Gerarda Caso (University of Naples Federico II, Italy), Eugenio Pomarici (University of Padova, Italy), Riccardo Vecchio (University of Naples Federico II, Italy)

- 23. The adoption of agri-environmental-climate schemes in hungarian farms with special emphasis on wineries

Zoltan Bakucs (HUN-REN Centre for Economic and Regional Studies, Hungary), Imre Ferto (HUN-REN Centre for Economic and Regional Studies, Hungary)

- 24. Impact of cultural landscape on the price of wine experiences. the alto douro wine region

Alexandre Guedes (University of Trás-os-Montes and Alto Douro, Portugal), Lina Lourenço-Gomes (University of Trás-os-Montes and Alto Douro, Portugal), João Rebelo (University of Trás-os-Montes and Alto Douro, Portugal), Tânia Gonçalves (University of Trás-os-Montes and Alto Douro, Portugal)

- 25. What explains armagnac prices

Jean-Marc Figuet (University of Bordeaux, France), Olivier Baron (University of Bordeaux, France), Jean-Marie Cardebat (University of Bordeaux & Insec Grande Ecole, France)

- 26. Sustainability in sparkling wine: analysing consumer preference heterogeneity with latent class models

Tânia Gonçalves (University of Trás-os-Montes and Alto Douro, Portugal), Lina Lourenço-Gomes (University of Trás-os-Montes and Alto Douro, Portugal)

- 27. Fighting against a giant: production and exports of cava in spain (1850-2015)

Pinilla Vicente (University of Zaragoza & Instituto Agroalimentario de Aragón, Spain), Marc Badia-Miro (University of Barcelona, Spain), Pablo Delgado (University of Zaragoza & Instituto Agroalimentario de Aragón, Spain), Marina Dolado (University of Zaragoza, Spain)

- 28. China's wine market: recent shocks, long-term prospects

Kym Anderson (University of Adelaide and Australian National University, Australia)

- 29. Discovery spirits: an exploratory analysis of european spirits' market

Chiara Mazzocchi (University of Milan, Spain), Luigi Orsi (University of Milan, Spain)

- 30. Irish health warning labels: a review of some legal aspects and evidence for its justification

Gregor Zwiern (University of Cambridge & Managing Director at G. Z. Research & Consulting KG)

- 31. Not all artists are sommeliers, but all sommeliers are artists: the expertise behind crafting the wine list – a case study on germany's haute cuisine

Riccardo Saracino (University of Milan, Italy), Jon H Hanf (Geisenheim University, Germany), Stefano Corsi (University of Milan, Italy), Chiara Mazzocchi (University of Milan, Italy)

- 32. Wine consumer's sustainability label preferences - literature review and survey results

João Reis (Universities of Minho, Aveiro and Beira Interior, Portugal), Paulo Duarte (Universidade da Beira Interior, Portugal)

- 33. Private label strategies in the wine market. insights from italian large-scale retail
Leonardo Cei (University of Padova, Italy), Luca Rossetto (University of Padova, Italy), Angelo Zago (University of Verona, Italy)
- 34. Determinants of adoption of agriculture 4.0 technologies in the wine sector
Antonio Stasi (University of Foggia, Italy), Alessandro Muscio (University of Foggia, Italy), Antonio Seccia (University of Foggia, Italy), Yuntao Wang (University of Foggia, Italy)
- 35. Analysis of willingness to pay for dealcoholized italian wine: an assessment through discrete choice experiments
Francesco Di Cosola (University of Bari Aldo Moro, Italy), Valentina Maria Merilino (University of Bari Aldo Moro, Italy), Emanuela Tria (University of Bari Aldo Moro, Italy), Naomi Di Santo (University of Bari Aldo Moro, Italy), Vincenzo Fucilli (University of Bari Aldo Moro, Italy), Francesco Bozzo (University of Bari Aldo Moro, Italy), Alessandro Petrontino (University of Bari Aldo Moro, Italy)
- 36. Uncorking the experience: identifying interruptions and unmet needs in wine tastings through the gestalt cycle of contact
Davide Gaeta (University of Verona, Italy), Alessio Sartore (University of Verona, Italy), Sara Cancelleri (University of Verona, Italy)
- 37. The effect of sustainability information on consumers' purchasing choices for fungus-resistant grape wines
Daniel Vecchiato (University of Padova, Italy), Fabio Boncinelli (University of Florence, Italy), Andrea Dominici (University of Padova, Italy)
- 38. Understanding winegrowers' varietal choices
German Puga (University of Western Australia, Perth, Australia), Kym Anderson (Wine Economics Research Centre, School of Economics and Public Policy, University of Adelaide, Australia)
- 39. Blockchain in a glass: the future of made in Italy for wine consumers
Giulia Chiaraluce (Polytechnic University of Marche, Ancona, Italy), Deborah Bentivoglio (Polytechnic University of Marche, Ancona, Italy), Giacomo Staffolani (Polytechnic University of Marche, Ancona, Italy), Carla Messina (Polytechnic University of Marche, Ancona, Italy), Adele Finco (Polytechnic University of Marche, Ancona, Italy)
- 40. Towards sustainable viticulture: an expert view on ipm, frg and genetic innovation
Marc Dressler (Ludwigshafen University of Business and Society, Germany), Katharina Kleiner (Ludwigshafen University of Business and Society)
- 41. Blending sustainability with marketing - organic wine tourism in Germany
Szolnoki Gergely (Hochschule Geisenheim University, Germany), David Schaefer (Hochschule Geisenheim University, Germany)
- 42. The impact of climate change on wine tourism – an explorative study from Germany
Szolnoki Gergely (Hochschule Geisenheim University, Germany), Valerie Ogroske (Hochschule Geisenheim University, Germany)

- 43. Discovering pioneering applications of artificial intelligence for wine marketing: a bibliometric analysis
Marzia Ingrassia (University of Palermo, Italy) Pietro Chinnici (University of Palermo, Italy), Stefania Chironi (University of Palermo, Italy), Simona Bacarella (University of Palermo, Italy)
- 45. Identifying sustainable consumers' needs:
a conjoint-based consumer segmentation with focus on environmentally conscious consumers
Marc Dressler (Ludwigshafen University of Business and Society, Germany), Katharina Kleiner (Ludwigshafen University of Business and Society, Germany), Sandra Morsch (Ludwigshafen University of Business and Society, Germany)
- 48. Wine marketing in the age of artificial intelligence: current advances of research
Marzia Ingrassia (University of Palermo, Italy), Stefania Chironi (University of Palermo, Italy), Pietro Columba (University of Palermo, Italy), Pietro Chinnici (University of Palermo, Italy), Filippo Sgroi (University of Palermo, Italy)
- 49. The creation of premium wines. situation in Spain
Raúl Compés (CIHEAM Zaragoza, Spain)
- 50. Impact of agri-environmental schemes in the Slovenian wine sector
Gergely Csurilla ((HUN-REN Centre for Economic and Regional Studies, Hungary), Imre Fertő (HUN-REN Centre for Economic and Regional Studies, Hungary), Szilárd Podrúzsik (HUN-REN Centre for Economic and Regional Studies, Hungary)
- 51. Effects of climate change on the wine grape insurance sector in Italy
Claudio Mancuso (University of Naples Parthenope, Italy), Giulio Paolo Agnusdei (Pegaso University, Italy), Elisabetta Marzano (University of Naples Parthenope, Italy), Pier Paolo Miglietta (University of Salento, Italy)
- 52. The influence of bottle closure type on wine quality perception in fine dining: a consumer perspective
Bettina König (University of Applied Sciences Burgenland, Austria), Mareike Haag ((University of Applied Sciences Burgenland, Austria)
- 53. Exploring price determinants of natural wines: a case study on the impact of territorial certification in the Italian online market
Ervin Zeka (University of Bari Aldo Moro, Italy), Francesco Di Cosola (University of Bari Aldo Moro, Italy), Michel Frem (University of Bari Aldo Moro, Italy), Federica Calderoni (University of Bari Aldo Moro, Italy), Loretta Moramarco (University of Bari Aldo Moro, Italy), Adele Annarita Campobasso (University of Bari Aldo Moro, Italy), Francesco Bozzo (University of Bari Aldo Moro, Italy)
- 54. Investigating consumer decision-making for dealcoholised wine: insights from a vignette experiment
Giovanna Piracci (University of Padova, Italy), Giulia Maesano (University of Bologna, Italy), Leonardo Casini (University of Florence, Italy), Maurizio Canavari (University of Bologna, Italy), Marija Cerjak (University of Zagreb, Croatia)

- 55. The role of sustainability labels in community building and organizational re-identification, in the French wine industry

Marco Bottura (Lyfe Institute, France)

- 56. Navigating change in the Italian wine market: consumer perceptions and adoption of new wines

Giordano Ruggeri (University of Milan, Italy), Chiara Mazzocchi (University of Milan, Italy), Tommaso Selicorni (University of Milan, Italy)

- 57. Comparing consumer preferences for sustainable wine: insights from importing and exporting countries

Antonina Sparacino (University of Turin, Italy), Antonina Sparacino (University of Turin, Italy), Giulia Mastromonaco (University of Turin, Italy), Mingze Rui (University of Turin, Italy), Federica Rosa (University of Turin, Italy), Andrea Viberti (University of Turin, Italy), Danielle Borra (University of Turin, Italy), Stefano Massaglia (University of Turin, Italy)

- 58. Comparing consumer behavior in leading importing and exporting countries: a cub model analysis of wine label preferences

Giulia Mastromonaco (University of Turin, Italy), Antonina Sparacino (University of Turin, Italy), Simone Blanc (University of Turin, Italy), Federica Rosa (University of Turin, Italy), Andrea Viberti (University of Turin, Italy), Stefano Massaglia (University of Turin, Italy)

- 59. Are weed drinks for real?

Robin Goldstein (University of California, USA)

- 62. Determinants of dealcoholized wine pricing: an econometric analysis of the global market

Antonio Seccia (University of Foggia, Italy), Giuliana Di Maria (University of Foggia, Italy), Rosaria Viscecchia (University of Foggia, Italy), Biagia De Devitiis (University of Foggia, Italy)

- 63. How does professionalization impact the financial performance of Spanish wineries?

Katrin Simon-Elorz (Public University of Navarra, Spain), Juan Ramon Ferrer-Lozano (Universidad Politécnica de Madrid, Spain), Nicolas Depetris-Chauvin (HES-SO Geneva School of Business Administration, Switzerland), Marta Fernández-Olmos (University of Zaragoza, Spain)

- 64. Behavioral drivers to the adoption of sustainable agricultural practices: a best-worst scaling experiment among Italian winegrowers

Claudia Stefania Gondos (Catholic University of the Sacred Heart, Italy), Mirta Casati (Catholic University of the Sacred Heart, Italy), Elena Castellari (Catholic University of the Sacred Heart, Italy), Vincenzina Caputo (Michigan State University, USA)

- 66. Internal capabilities for conquering challenges and change: employing dynamic capabilities and emergent strategies in the wine industry

Katharina Mybes (Hochschule Geisenheim University, Germany), Jon H. Hanf (Hochschule Geisenheim University, Germany)

- 67. Wine prices and social engagement. Analyzing online prices of Montepulciano d'Abruzzo wine

Mattia Stella (University of Tuscia, Italy), Simone Russo (Gran Sasso Science Institute, Italy), Cristina Salvioni (University G. D'Annunzio of Chieti-Pescara, Italy)

- 68. Acceptance of new breeding techniques in viticulture
Nikos Georgantzis (Burgundy School of Business, Italy), Lara Agnoli (Burgundy School of Business, Italy), Federica DeMaria (Council of Agricultural Research and Economics, Italy), Efi Vasileiou (Burgundy School of Business, Italy)
- 69. Assessing the resilience of Italian wine cooperatives
Andrea Mattia Pacifico (University of Bologna, Italy), Massimiliano Calvia (Free University of Bozen-Bolzano, Italy), Giulio Malorgio (University of Bologna, Italy)
- 70. What criteria matter when choosing a crop protection strategy? comparative perspectives from producers, advisors, and researchers
Adeline Alonso Ugaglia (Bordeaux Sciences Agro, France), Marianne Lefebvre (University of Angers, France), Laure Latruffe (University of Bordeaux, France), Maxime Colin (University of Angers, France), Julie Borg (INRAE, France), Yann Desjeux (University of Bordeaux, France), Gaëlle Leduc (University of Bordeaux, France), Aurélien Millat (IMT Atlantique, France), Laure Perchepped (University of Angers, France), Yann Raineau (INRAE, France)
- 71. Sustainability in the wine sector: effects of certifications on short-term financial performance and profitability
Valentina Di Chiara (University of Padua, Italy), Leonardo Cei (University of Padua, Italy), Eugenio Pomarici (University of Padua, Italy)
- 72. The haptics of wine labels: impact on taste expectations of wine consumers
Bettina König (University of Applied Sciences Burgenland, Austria), Marcus Wieschhoff (University of Applied Sciences Burgenland, Austria), Anna Nutta (University of Applied Sciences Burgenland, Austria)
- 73. Overcoming habit formation in the production of wine
Kristina Mozgovaia (CERGE-EI Prague, Czech Republic)
- 74. Assessing viticultural ecosystem services: an overview in Salento, Italy
Zahra Ardakani (University of Salento, Italy), Giulio Paolo Agnusdei (Pegaso University Naples, Italy), Clara Ripa (University of Salento, Italy), Laura Rustioni (University of Salento, Italy), Giulio Malorgio (University of Bologna, Italy), Pier Paolo Miglietta (University of Salento, Italy)
- 76. Consumer price expectation: an experimental approach
Magalie Dubois (Burgundy School of Business, France), Guillermo Mateu (Burgundy School of Business, France), Jean-Marie Cardebat (University of Bordeaux & INSEEC Business School, France)
- 77. Bridging neuroscience and consumer research: a systematic review of explicit and implicit methods in wine preference studies
Reza Najafi (University of Padova, Italy), Samuele Trestini (University of Padova, Italy), Alice Stiletto (University of Padova, Italy)
- 78. International demand for Portuguese wines by category, 2010-2023
Sofia Gouveia (University of Trás-os-Montes and Alto Douro, Portugal), João Rebelo (University of Trás-os-Montes and Alto Douro, Portugal)

- 79. Mechanization, scale economies, and product quality: an inquiry into the post-war development of the sake brewery clusters in japan, 1980-2020
Yuya Aikawa (Doshisha University, Japan)
- 80. Climate change and energy efficiency in winemaking: environmental impacts and strategic adaptation
Valentino Riva (University of Trieste, Italy), Matteo Carzedda (University of Trieste, Italy), Gianluigi Gallenti (University of Trieste, Italy), Paolo Bogoni (University of Trieste, Italy), Barbara Campisi (University of Trieste, Italy)
- 81. Environmentally sustainable winegrowing in valencia: exploring the role of behavioural determinants
Teresa Latorre-Carrascosa (Universitat Politècnica de València, Spain), Victor Martinez-Gomez (Universitat Politècnica de València, Spain), Verónica Piñeiro (Universidad Nacional del Sur, Argentina), Raúl Compés López (CIHEAM Zaragoza, Spain)
- 82. Wine protected origin designations in spain. a typology in a context of change.
Juan José Juste Carrión (University of Valladolid, Spain), Guillermo Aleixandre Mendizábal (University of Valladolid, Spain)
- 83. A meta-analysis of spirits demand elasticities
Benoit Faye (INSEEC Business School), Jean-Marie Cardebat (University of Bordeaux & INSEEC Business School)
- 84. Producer and regional reputation indicator mapping using online consumer ratings for german wines
Guenter Schamel (Free University of Bozen-Bolzano, Italy), Giulia Gastaldello (Free University of Bozen-Bolzano, Italy)
- 85. The interplay of ownership structure and corporate governance in sustaining the performance of italian wine companies
Edoardo Slerca (University of Applied Sciences and Arts of Southern Switzerland), Carmine Garzia (University of Applied Sciences and Arts of Southern Switzerland & University of Gastronomic Science, Italy), Francesco Maria Gentile (Insubria University and University of Gastronomic Science, Italy)
- 86. The impact of ownership change in tokaj thirty years after privatisation: is there anything left to do?
Csaba Novák (University of Tokaj, Hungary), Péter Gál (University of Tokaj, Hungary), Dániel Homolya (University of Tokaj, Hungary)
- 87. Sustainable wine market transformation: the role of cultural heritage in historical wine regions
Tamás Köpeczi-Bócz (University of Tokaj, Hungary)
- 88. Beyond prices – an analysis of the grape market from the producers' point of view
Péter Gál ((University of Tokaj, Hungary), Csaba Novák (University of Tokaj, Hungary), Dániel Homolya (University of Tokaj, Hungary)
- 89. Weather, quality, and bordeaux prices
Philippe Masset (EHL Hospitality Business School, HES-SO, University of Applied Sciences and

Arts Western Switzerland), Jean-Philippe Weisskopf (EHL Hospitality Business School, HES-SO, University of Applied Sciences and Arts Western Switzerland), Daniele De Vecchi (Saturnalia)

- 90. Perceived value, attachment, and well-being: the role of the appellation product image

Matthew Coyne (University of Massachusetts, USA), A, George Assaf (University of Massachusetts, USA), Muzaffer Uysal (University of Massachusetts, USA)

- 91. Francisation, americanization or españolización: a short history of the spanish wine sector from the 1960s onwards?

Francisco Rodriguez Jimenez (Universidad de Extremadura, Spain) , Gonzaga Sansteban Garcia (Universidad de Navarra, Spain), Juan Andrés Blanco Rodriguez (UNED Zamora. Spain), Agustín Vivas Moreno (Universidad de Extremadura, Spain)

- 92. Determinant variables in the price of chilean wine: an analysis based on the hedonic pricing model and consumers' perceived value

Eduardo Alfredo Barrueto Mercado (Universidad Andres Bello, Chile)