



European Association of  
**Wine Economists**

EVENT PROGRAMME  
5<sup>th</sup> annual conference

**TRIESTE·KOPER**  
8-11 JUNE 2026



European Association of Wine Economists  
5<sup>th</sup> annual conference  
Organized by



UNIVERSITÀ  
DEGLI STUDI  
DI TRIESTE



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Dipartimento di

Scienze Economiche, Aziendali,  
Matematiche e Statistiche "Bruno de Finetti"



Consorzio tutela vini  
Friuli Colli Orientali  
e Ramandolo



# European Association of Wine Economists

## 5<sup>th</sup> annual conference – 8-11 June 2026

### **Venue 1**

Department of Economics, Business,  
Mathematics and Statistics  
University of Trieste  
via A. Valerio 4/1, 34127 Trieste – ITALY

### **Venue 2**

Faculty of Management  
University of Primorska  
Izolska vrata 2, 6000 Koper, Slovenia

### **Local organising committee**

Matteo Carzedda, Università di Trieste, Italy

Armand Faganel, University of Primorska, Slovenia

Gianluigi Gallenti, Università di Trieste, Italy

Francesco Marangon, Università di Udine, Italy

Michela Bearzi, Università di Udine, Italy

Alberto Bertossi, Università di Udine, Italy

Paolo Bogoni, Università di Trieste, Italy

Barbara Campisi, Università di Trieste, Italy

Polona Dakič, University of Primorska, Slovenia

Luca Iseppi, Università di Udine, Italy

Federico Nassivera, Università di Udine, Italy

Stefania Troiano, Università di Udine, Italy

# Venue 1 – University of Trieste



Attribution: Stadia map [LINK](#)



**BUILDING A (CENTRAL)**  
**Piazzale Europa 1, Trieste, Italy**

**Aula Bachelet**

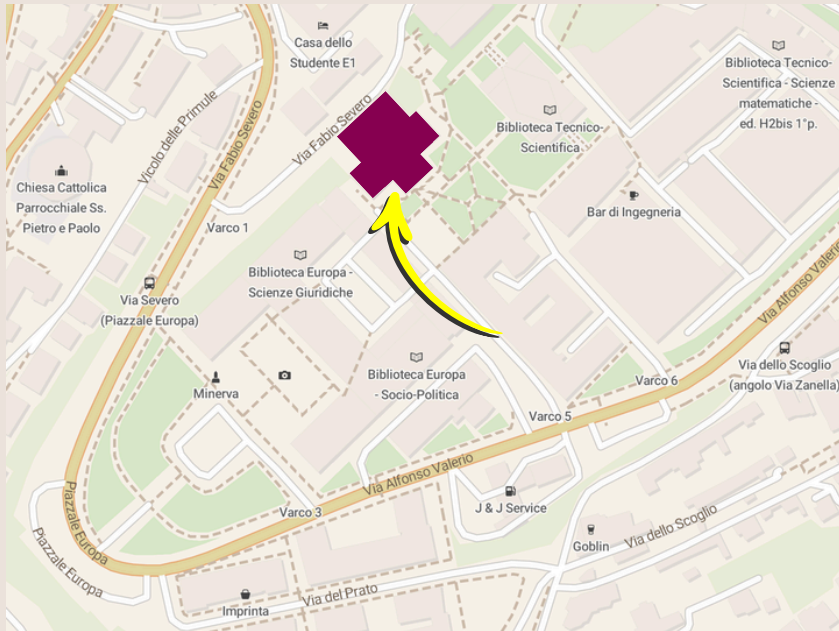
1st floor, left wing

Suggested access: yellow arrows

Google maps: [LINK](#)



# Venue 1 – University of Trieste



Attribution: Stadia map [LINK](#)



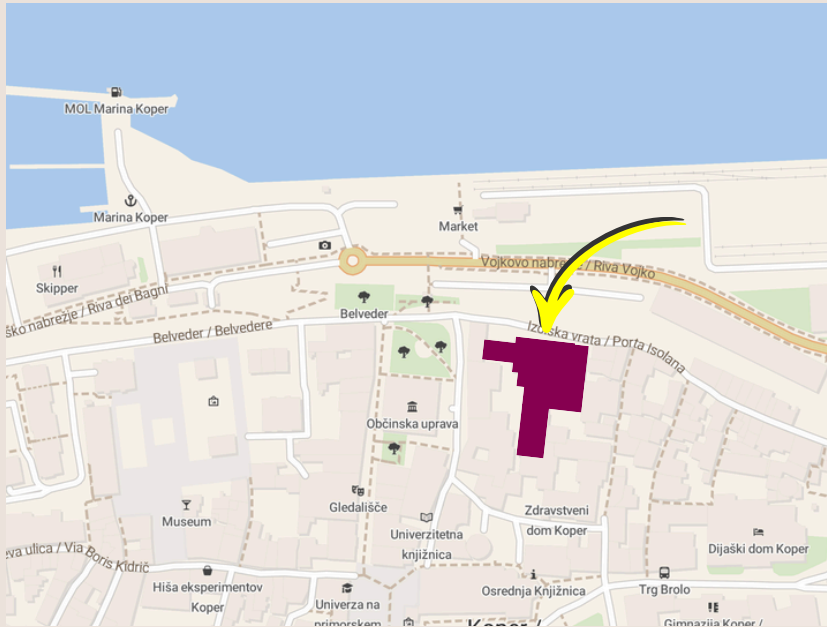
## **BUILDING D**

**Department of Economics, Business,  
Mathematics and Statistics (DEAMS)  
via A. Valerio 4/1, Trieste, Italy**

Google maps: [LINK](#)



## Venue 2 – University of Primorska



Attribution: Stadia map [LINK](#)



**Faculty of Management  
University of Primorska  
Izolska vrata 2, Koper, Slovenia**

Google maps: [LINK](#)



# Programme overview

## Monday, June 8 – University of Trieste

15:00–17:00 – Pre-event [Italian and Slovenian, with live translation]

DEAMS – Aula Conferenze, 1st floor

*Perspectives and challenges for viticulture and the wine industry in Friuli Venezia Giulia and Primorska*

Andreja Škvarč [Vrhopolje Breeding Center]

Ingrid Mahnič [Association of Winegrowers of Slovenian Istria]

Filippo Butussi [Friuli Colli Orientali Ramandolo Consortium]

Noris Vesnaver [Donne del Vino FVG]

Saša Radikon

17:30–19:30 – Arrival and welcoming

Building A, left wing

Aula Bachelet, 1st floor

8:30 – Registration desk – Entrance hall, Building D

## Tuesday, June 9 – University of Trieste

BUILDING D  
ENTRANCE HALL

Participant registration

8:15–9:00

SESSION 01  
Room 3\_B

EXPERTS: Wine quality, pricing and ratings  
Chair: Omer Gokcekus

9:00–10:15

*Do Female and Male Critics Judge Differently? Evidence from Riesling Blind Tastings.*

Omer Gokcekus; Michael Murphy.

*The role of harvests and climate in determining wine prices: Evidence from Bordeaux.*

Rayan Chebbi-Giovanetti; Adeline Alonso Ugaglia; Jean-Marie Cardebat.

*Decoding Quality Classifications: The Role of Terroir, Labor and Reputation in German Fine Wine Pricing.*

Marcel Tyrell; Maximilian Gill; Amir Rahimi.

*Stock Price Reaction to Wine Rating Announcements.*

Fabrizio Rossi; Matteo Carzedda; Gianluigi Gallenti; Antonio Salvi.

*Business strategy and experts rating: what shapes the consumer experience in wineries?*

Jan Erik Meidell; Riccardo Saracino; Nicolas Depetris-Chauvin; Antoine Pinede.

*The Relevance of Organic Wine Tourism from the Perspectives of Experts, Producers and Consumers.*

David Schäfer; Gergely Szolnoki.

*Linguistic framing and preferences for gene-edited wine: evidence from a conjoint analysis of Italian consumers.*

Alberto Bertossi; Sandro Sillani.

*ERP Transaction Records as a Tool for Wine Market Analysis: A Top-Down Method for Product Trend Detection.*

Antoine Wetzler; Simone Loose.

*Consumer acceptance of PIWI wines: evidence from a tasting-based experiment.*

Andrea Dominici; Daniel Vecchiato.

*Wine Tourism as a Platform for Sustainable Value Creation: Firm and Territorial Perspectives from Serra Gaúcha.*

Eduardo Sánchez-García; Javier Martínez-Falcó; Bartolomé Marco-Lajara; Aurora Carneiro-Zen; Javier Vidal-Olivares; Daniela Callegaro-de-Menezes; Elena Toribio-Gómez; Carmen Einsle; Daiane Lippert-Tavares.

*How wineries compete: A Cross-Country Analysis.*

Katrin Simon-Elorz; Nicolas Depetris-Chauvin; Juan Ramon Ferrer-Lorenzo.

*Governance Challenges in Italian Wine Appellations: The case of Chianti.*

Luca Rossetto; Leonardo Cei; Beatrice Bedin; Giacomo Zambon.

*Wine Cooperatives and Returns on Assets.*

Angelo Zago; Gianni De Nicolò; Irene Martinez.

*The role of value chain configuration in wine territorial branding.*

Riccardo Saracino; Antoine Pinede; Jan Erik Meidell; Nicolas Depetris-Chauvin.

*Rethinking Wine Business Education: What Industry Experts in Germany Want Universities to Teach Oenologists.*

Simone Loose; Christian Schäfer.

SESSION 04  
Room 3\_B

POLICY & REGULATION: Geopolitics and Trade I  
Chair: Sara Savastano

10:15–11:15

*Argentine wine policy in the face of a radical change in the regulatory paradigm: threats and opportunities.*

Alejandro Juan Gennari; Patricia Lilian Winter; Leonardo Javier Santoni; Vanina Fabiana Ciardullo.

*The Price of Compliance: Non-Tariff Measures and Who Wins in EU Wine Value Chains.*

Antonio Seccia; Antonio Stasi; Lara Agnoli; Alicia Gallais; Bennet Caplan.

*Wine import dynamics in the western balkans: competitive archetypes, market segmentation and strategic implications for european producers.*

Francesco Bozzo; Francesco Di Cosola; Ervin Zeka; Alessandro Petrontino.

*From Vineyard to Border. Maximum Residue Limits for Pesticides and California Wine Trade.*

Mina Hejazi; Jeta Rudi-Polloshka; Zahra Ardakani; Pier Paolo Miglietta.

SESSION 05  
Room 4\_A

INDUSTRIAL ORGANIZATION: ICT, AI and digital innovation  
Chair: David Schäfer

10:15–11:15

*Digital transformation and AI for wine marketing: a study on innovation of marketing processes in Italian and Spanish wineries.*

Simona Bacarella; Marzia Ingrassia; Amparo Baviera-Pueg; Pietro Chinnici.

*Digital traceability for preserving the Italian wine sector: Are winemakers prepared to adopt blockchain?*

Deborah Bentivoglio; Giacomo Staffolani; Giulia Chiaraluce; Adele Finco.

*Exploring the dual role of digital payment solutions as innovation signals in the wine industry.*

Michael Paul Kramer; Katharina Mybes; Jon H. Hanf.

*Understanding Customer Relationship Management Platform Adoption in Western Australia Wineries.*

Oanh Nguyen; Amin Mugeru; James Fogarty; Michael Burton; German Puga.

SESSION 06  
Aula Magna

SUSTAINABILITY: Ecological approaches  
Chair: Katharina Kleiner

10:15–11:15

*Sustainable Viticulture from the Perspective of Winegrowers: Evidence on IPM and Fungus Resistant Grape Varieties.*

Katharina Kleiner; Marc Dreßler.

*Factors influencing the adoption of fungus-resistant varieties in the viticulture sector. A behavioural model of Italian farmers.*

Beatrice Bedin; Leonardo Cej; Luca Rossetto.

*Behavioral and Structural Drivers of Indigenous Yeast Adoption in Swiss Viticulture.*

Nicolas Depetris-Chauvin; Benoît Bach; Antoine Pinède; Andrea Vargas-Trinidad.

*What Drives Organic Certification? Practices, Capabilities, and Governance in the Wine Sector.*

Imre Ferto; Zoltan Bakucs; Valéria Lekics.

5TH FLOOR  
STUDY HALL

COFFEE BREAK

11:15–11:45

SESSION 07  
Room 3\_B

AGRONOMY: Viticulture, climate and production  
Chair: Giovanni Millo

11:45–13:00

*Measuring and managing labor input in hillside viticulture in Friuli-Venezia Giulia: operational and economic evidences from a case-study.*

Rino Gubiani; Giovanni Boschian Cuch; Alessandro Zironi; Gellio Ciotti; Marco Bietresato; Federico Nassivera; Roberto Zironi.

*What future for champagne winegrowers?*

Aurélie Ringeval-Deluze; Isaac Houeto; Emmanuelle Gautherat; Camila Orozco Espinel.

*Regional influence on consumer knowledge and awareness of wine quality labels and sustainability: evidence from Italy.*

Sofiia Samarets; Mingze Rui; Filippo Brun; Giulia Mastromonaco; Emanuela Vassallo; Stefano Massaglia.

*On the Weather Sensitivity of Red Wines from Alto Adige/Südtirol: an Ashenfelter-type Model on Panel Data.*

Andrea Gallo; Gaetano Carmeci; Matteo Carzedda; Giovanni Millo.

*Sustainability, Reputation, and Dynamic Policy Design in Wine Production: A policy-oriented dynamic theory and numerical illustration.*

Guenter Schamel; Stefan Schubert.

SESSION 08  
Room 4\_A

CONSUMERS: NOLO I  
Chair: Ivan Cescon

11:45-13:00

*Low Alcohol Wine and Generation Z: Analysis of quality perception and motivational factors.*

Ivan Cescon; Federico Nassivera.

*From Expectations to Experience: Evidence from Experimental Auctions on Dealcoholized Wine.*

Mario Amato; Fabio Verneau; Antonio Stasi; Antonio Seccia.

*Information shapes sensory evaluation: Consumer acceptance of dealcoholized wine in Italy.*

Francesco Di Cosola; Alessandro Petrontino; Alessia Pomes; Emanuela Tria; Francesco Bozzo.

*Is there 'no safe level' of alcohol consumption? A structured critical review of recent epidemiological and modelling evidence.*

Gregor Zwiern.

*Consumer Preferences for Dealcoholized Wine in Italy: An Extended Theory of Planned Behaviour Approach Using PLS-SEM.*

Emanuela Tria; Francesco Bozzo; Francesco Di Cosola; Valentina Merlino; Giulia Mastromonaco; Alessandro Petrontino.

SESSION 09  
Aula Magna

INTERNATIONAL TRADE: Geopolitics and Trade II  
Chair: Mari-Carmen Garcia-Cortijo

11:45-13:00

*Sustainable Practices and Export Performance in the Wine Industry: The Case of Argentine Wineries.*

Mari-Carmen Garcia-Cortijo; Emiliano Villanueva; Juan-Sebastian Castillo-Valero; Juan Ferrer.

*Entrepreneurial Learning and Network Embeddedness: How Absorptive Capacity and Value Networks Drive Export Success of wineries in Argentina and Spain.*

Kateryna Yuhai; Nicolas Depetris Chauvin; Bodo Steiner.

*Predicting wine export competitiveness using an integrated machine learning approach.*

Mario Pereira; Anthony Macedo; Sofia Gouveia; Joao Rebelo.

*Wine at the Epicenter of the Trade Wars: Assessing the Impact of the Trump 2.0 Tariffs on Wine Trade.*

Rachel Ziemba.

5TH FLOOR  
STUDY HALL

LIGHT LUNCH

13:00-14:00

Aula Magna

PLENARY SESSION

14:00-16:00

Welcome address

Keynote speaker

Julian M. Alston, UC Davis

Boštjan Zidar, Vinakoper winery

Matteo Bellotto, Friuli Colli Orientali Ramandolo Consortium

5TH FLOOR  
STUDY HALL

COFFEE BREAK

16:00–16:30

SESSION 10  
Room 3\_B

INDUSTRIAL ORGANIZATION: Entrepreneurship and resilience  
Chair: Juan Ferrer

16:30–18:00

*Resilience in Southwestern European Wineries: Evidence from France, Portugal, and Spain.*

Juan Ferrer; Jean-Marie Cardebat; Vicente Pinilla; Joao Rebelo.

*The German Wine-Network: A quantitative Analysis of Centrality, Growth and Resilience.*

Tobias Fellner von Feldegg; Simone Loose.

*Consumers' economic evaluation of information on Agroecological Weed Management in viticulture.*

Alicia Gallais; Lara Agnoli.

*Interaction between credit conditions, asset values, and market performance in high-value viticultural Italian areas.*

Davide Gaeta; Emanuele Fontana.

*Resilience trajectories and strategic renewal: learning from disruption in the Brazilian wine industry.*

Daiane Lippert Tavares; Aurora Carneiro Zen; Eduardo Sánchez-García.

*TFP, sources of competitiveness and ownership patterns in wineries: which are the key variables in the case of Tokaj?*

Csaba Novák; Daniel Homolya.

SESSION II  
Aula Magna

TOURISM: Wine Tourism I  
Chair: Victoria Diehl

16:30–18:00

*Exclusivity in wine tourism as a source of competitive advantage: The case of Finca El Paraíso (Argentina).*

Javier Martínez-Falcó; Eduardo Sánchez-García; Bartolomé Marco-Lajara; Alejandro Gennari; Maria Alebaki.

*Rural tourism and wine tourism in the twin transition. A path towards regenerative wine tourism.*

Francesca Visintin; Stefania Troiano; Francesco Marangon.

*Differentiation Rather than Growth: Wine Tourism as a Signalling Strategy in an Emerging Fine-Wine Region – Evidence from South Tyrol.*

Jochen Heussner; Jon Hanf.

*Emotional Communication and Destination Branding in Wine Tourism: Insights from the Case of Malvasía de Sitges.*

David de Yzaguirre Melendres.

*Comparing Consumer Preferences for Sustainable Wine: Insights from Importing and Exporting Countries.*

Antonina Sparacino; Simone Blanc; Giulia Mastromonaco; Francesco Bozzo; Alessandro Petrontino; Federica Rosa; Emanuele Tria; Stefano Massaglia.

SESSION 12  
Room 4\_A

SUSTAINABILITY: Environment and impacts  
Chair: Eduardo Sánchez García

16:30–18:00

*Supply chain network optimization in European wine distribution networks: what shapes environmental sustainability performance?*

Martin Göbl; David Herold; Lorenzo Prataviera;  
Bodo Steiner.

*Realizing the Potential of Wine Industrial Symbiosis: From Research to Policy Action.*

Óscar Páramo-Telle; Xavier Vence.

*Carbon Footprint and Continuous Improvement in VIVA-Certified Wine Organisations.*

Valentino Riva; Matteo Carzedda; Barbara Campisi.

*Understanding Organizational Mechanisms Behind Environmental Performance in the Wine Industry.*

Eduardo Sánchez-García; Javier Martínez-Falcó; Bartolomé Marco-Lajara; Leo Santoni; Javier Vidal-Olivares; Alejandro Gennari; Matilda Shini; Grazia Dizuonzo; Diana Villanueva.

Piazza Unità d'Italia, 7  
Trieste

SOCIAL DINNER Caffè degli Specchi

20:00

# Wednesday, June 10 – University of Primorska

Largo Città di Santos  
Trieste

BUS TRANSFER TRIESTE–KOPER

8:15–9:00

SESSION 13  
Room 2

MARKETING: Wine market analysis  
Chair: Adele Finco

9:15–10:30

*Polarization of Wine Consumption and the Evolution of People's Wealth.*

Rafael Del Rey.

*Rising Bubbles: How Prosecco and Cava Are Reshaping the Sparkling Wine Market.*

Rafael del Rey; Adele Finco; Deborah Bentivoglio; Giacomo Staffolani; Giulia Chiaraluce.

*Modelling Future Wine Demand of German Consumers.*

Anthony William Bennett; Larissa Strub.

*From Oversupply to Resilience: Managing Structural Demand Decline in the German Wine Market.*

Simone Loose.

*Peak Wine vs. Peak Beer in the U.S. States: Evidence from Google Trends.*

Stephan Goetz; Zheng Tian; Claudia Schmidt.

SESSION 14  
Room 3

CONSUMERS: Labels and gender differences  
Chair: Nicolas Depetris Chauvin

9:15-10:30

*Gender Differences in Wine Aroma Evaluation:  
Evidence from Online Reviews.*

Thorsten Teichert; Guenter Schamel.

*Style vs. Values: Cultural Framing of Natural Wine  
Among Urban Consumers in France and  
Switzerland.*

Nicolas Depetris Chauvin; Victor Morf.

*Wine labels - documents of wine history.*

Stephan Euler.

*Sexist Motifs on Wine Labels: Consumer  
Perceptions, Gender Differences, and Feminist  
Attitudes.*

Marcus Wieschhoff; Csilla Erdelyi.

*How winemakers utilise their labels – Comparing  
the way how varieties, collective and individual  
brands are labelled.*

Péter Gál.

SESSION 15  
Room 4

TOURISM: Wine Tourism II  
Chair: Katia Laura Sidali

9:15–10:30

*Valuing wine tourism experiences: a hedonic price frontier approach.*

João Rebelo; Alexandre Guedes; Tânia Gonçalves.

*Guided Biodiversity: How Consumers Legitimize Microbial Stewardship as Wine Innovation.*

Capucine Dentraygues; Jon Hanf.

*From wine sales to experiential value: immersive technologies, demand formation, and willingness to pay in wine tourism.*

Katia Laura Sidali; Guenter Schamel; Giuseppe Nocella; Diego Begalli.

*Location Value of Wine Tourism Experiences: A Spatial Hedonic Analysis in Portugal.*

Alexandre Sousa Guedes; Anthony Macedo; Joao Rebelo.

*Wine Tourism Development Through Guest Experience Creation.*

Tamar Magalashvili.

Garden

COFFEE BREAK

10:30–11:00

Special session  
Room 6

FROM RESEARCH TO ROOTSTOCK:  
BRIDGING SCIENCE AND PRACTICE IN THE WINE SECTOR

11:00–11:45

Sandra Pestar Bizjak, Santei winery  
Giovanni Bigot, Academy 4Grapes  
Pierpaolo Penco, MIB Trieste School of Management

SESSION 16  
Room 2

TOURISM: Wine Tourism III  
Chair: Magalie Dubois

11:45-13:00

*Redefining Wine Tourism: A Systematic Content Analysis of Existing Definitions.*

Victoria Diehl; Gergely Szolnoki.

*Dynamic Capabilities in Wine Tourism and Sustainable Performance: A double mediation analysis.*

Javier Martínez-Falcó; Eduardo Sánchez-García; Bartolomé Marco-Lajara; Maria Alebaki; Aurora Carneiro-Zen.

*Measuring the Sales Impact of Cognitive vs Emotional Priming in Wine Tourism: Evidence from a Field Experiment.*

Alessio Sartore; Davide Gaeta.

*Business or Pleasure? Wine Bar Visit Motivations and Spending Behaviour in Dutch Metropolitan Areas.*

Radu Mihailescu; Britta Niklas.

*How Culture Shapes Wine Tourism Experiences: Evidence from Emerging Wine Markets.*

InHaeng Jung; Anqi Luo; Tian Ye; Magalie Dubois.

*No-LO Wines (No and Low alcohol): Market Analysis, Consumer Behavior and Strategic Perspectives. The Case of the Italian identitarian paradox.*

Marzia Ingrassia; Stefania Chironi.

*Alcohol-free wine consumption: A cross-country analysis of cultural drivers.*

Jean-François Outreville; Lara Agnoli; Efi Vasileiou.

*Navigating Risk and Value in Emerging Wine Categories: A Cross-Cultural Study of Consumer Engagement in Zero-, Mid-, and Full-Strength Wines.*

Armando Maria Corsi; Hannah Ford; Irma Dupuis Day; Rebecca Dolan; Steve Goodman; Sue Bastian; Wes Pearson

*Still Wine or Something Else? No- and Low-Alcohol Alternatives and National Wine Markets.*

Chiara Mazzocchi; Luigi Orsi; Bodo Steiner.

*Wine without the Buzz? How Consumers across Countries Value Low- and No-Alcohol Wines.*

Antonio Stasi; Antonio Seccia; Mario Amato; Fabio Verneau.

SESSION 18  
Room 4

MANAGEMENT: Strategy and competitiveness II  
Chair: Luca Rossetto

11:45–13:00

*How Do Wine Estates Increase Their Revenue? An Empirical Study Based on the Geisenheimer Sales Analysis.*

Leon Schütz; Antoine Wetzler; Christoph Kiefer; Simone Loose.

*Wine cooperatives and local development in Spain.*

Eva Fernandez.

*Environmental and Social Determinants of Technical Efficiency in Italian Quality Wine Farms: A Stochastic Frontier Analysis.*

Andrea Mattia Pacifico; Alberto Ceccacci; Luca Camanzi; Giulio Malorgio.

*Comparing performances across ownership forms: Cooperatives vs. IOFs in the EU wine sector.*

Angelo Zago; Irene Martinez; Marta Barcala.

*Mapping Heterogeneous Route-to-Market Strategies in the German Wine Sector Using Sales Data Clustering.*

David Emmert; Simone Loose; Antoine Wetzler; Christoph Kiefer.

Room 6

LIGHT LUNCH

13:00–14:00

SESSION 19  
Room 2

EXPERTS: Sensory analysis and reviews  
Chair: Stefano Corsi

14:00–15:30

*Digitalisation of Data Collection and Data Extraction in the Geisenheim Business Analysis.*

Larissa Strub; Anthony William Bennett.

*Preference heterogeneity or attribute non-attendance? Evidence from sparkling wine choice experiments.*

Tânia Gonçalves; Lina Lourenço-Gomes.

*A transformer-based multi-label classification framework for automated sensory attribute extraction from wine reviews.*

Mingze Rui; Ervin Zeka; Stefano Massaglia; Antonina Sparacino; Francesco Bozzo; Alessandro Petrontino.

*Online Retailers as Information Intermediaries in Natural Wine Markets: A Content Analysis of Production Practice Disclosure.*

Ervin Zeka; Mingze Rui; Alessandro Petrontino; Antonina Sparacino; Francesco Bozzo.

*Do Italian sensory descriptors carry price information? A hedonic analysis of amaro prices using expert tasting language.*

Stefano Corsi; Giordano Ruggeri.

SESSION 20  
Room 3

MANAGEMENT: Strategy and competitiveness III  
Chair: Vicente Pinilla

14:00-15:30

*Business Models and Economic Outcomes in the Rioja Wine Sector.*

Vicente Pinilla; Marta Fernández-Olmos;  
Juan Ramón Ferrer; Raúl Serrano.

*The Big Recalibration: Production Functions and Technical Efficiency of European Wineries Under Conventional, Traditional, and Biological Systems.*

Nicolás Depetris Chauvin; Gustavo Ferro;  
Riccardo Saracino.

*Spatial Concentration in Domestic Wine Demand: Evidence from ERP Transaction Data in Germany.*

Christoph Kiefer; Antoine Wetzler; Damaris Jung; Simone Loose.

*How ownership and corporate governance affect firm performance and product range: evidence from the Prosecco industry.*

Edoardo Slerca; Carmine Garzia; Francesco Maria Gentile.

*On cooperatives' performances: A comparative analysis of EU wine cooperatives.*

Angelo Zago; Irene Martinez Lopez; Emili Grifell-Tatje.

*Personal Resilience, Life Values, and Meaning-Making in Polish Winemakers: An Integrated Theoretical Framework and Research Agenda.*

Marcin Marek Rzegocki; Józef Partyka.

SESSION 21  
Room 4

INDUSTRIAL ORGANIZATION: Regional economies  
Chair: Štefan Bojnec

14:00–15:30

*Impact of Agri-Environmental-Climature Schemes in the Slovenian Wine Sector.*

Štefan Bojnec; Imre Fertő.

*Productive structure and socio-economic dynamics in the municipalities of the Ribera del Duero Designation of Origin.*

Juan José Juste Carrión; Antonio Peiret Carrera; Eduardo Carbonero Fernández.

*From Category Adoption to Collective Identity: The Co-evolution of Volcanic Wines and Regional Differentiation in the French Wine Industry.*

Marco Bottura.

*Assessing cultural ecosystem services in PDO wine landscapes: a comparative analysis of perceptions in Apulia (Italy).*

Pier Paolo Miglietta; Giulio Paolo Agnusdei; Alessandra Scardigno; Amenallah Zouari; Domenico Capone.

*Market Orientation and Performances in Agricultural Cooperatives: An European Study.*

Angelo Zago; Maryline Filippi; Constantine Iliopoulos; Irene Martínez-Lòpez; Gökhan Özertan.

Garden

COFFEE BREAK

15:30–16:00

SESSION 22  
Room 2

MARKETING: Beer and spirits industries  
Chair: Olivier Bargain

16:00–17:30

*Disentangling Physical and Symbolic Value:  
Evidence from the Cognac Market.*

Olivier Bargain; Olivier Baron; Jean-Marc Figuet.

*Cross-border shopping of alcoholic beverages:  
Evidence from a natural experiment.*

Eivind Bjørkås; Kyrre Rickertsen.

*Foreign Expansion of Multinational Firms in the  
World Beer Industry.*

Jean-François Outreville; Lara Agnoli.

*Assessing trends in the EU-27 spirits market: An  
elasticity analysis.*

Massimiliano Calvia; Andrea Mattia Pacifico; Fabrizio Ferretti; Giulio Malorgio.

*The Price of Rebellion: Punk Aesthetics,  
Transgressive Label Design, and Premium  
Positioning in Craft Beverage Markets.*

Robin Goldstein; Capucine Dentraygues.

SESSION 23 Room 3	SUSTAINABILITY: Consumer behaviour Chair: Stefania Chironi	16:00–17:30
<i>"Eno-Slow" Tourism: new motivations and needs of visitors along the Sicilian food and wine routes.</i>	Stefania Chironi; Marzia Ingrassia; <u>Sandro Galluzzo</u> .	
<i>From Single-use to Circular: Understanding Wine Consumers' Shift Toward Reusable Systems.</i>	<u>Britta Niklas</u> ; Katharina Kleiner; Marc Dressler.	
<i>Digital transformation and AI for wine marketing: a study on innovation of marketing processes in Italian and Spanish wineries.</i>	Simona Bacarella; Marzia Ingrassia; Amparo Baviera-Pueg; <u>Pietro Chinnici</u> .	
<i>Consumer preferences and behaviour toward sustainable wine: a bibliometric analysis.</i>	<u>Lina Lourenço-Gomes</u> ; Carina Fernades; Sónia Neves.	
<i>Social Sustainability in the Wine Market: Effects on Purchase Intentions and Willingness to Pay across Different Levels of Wine Involvement.</i>	<u>Bettina Koenig</u> ; Johanna Stoiber.	
<b>BUS TRANSFER TO VINAKOPER</b>		<b>18:30</b>
Šmarska cesta 1 Koper	<b>TECHNICAL VISIT Vinakoper winery</b>	<b>18:45</b>
Šmarska cesta 1 Koper	<b>GALA DINNER KOGO restaurant</b>	<b>20:00</b>
Largo Città di Santos Trieste	<b>EXPECTED ARRIVAL IN TRIESTE</b>	<b>23:30</b>

## Thursday, June 11 – Technical visit

Largo Città di Santos Trieste	BUS TRANSFER TRIESTE-VIPAVA	8:00
Glavni trg 8 Vipava	MUSEUM OF VITICULTURE AND ENOLOGY	9:30–11:30
Via Russiz 4/6 Capriva del Friuli	VILLA RUSSIZ	12:30–15:00
Largo Città di Santos Trieste	EXPECTED ARRIVAL IN TRIESTE	16:30

