

2013 (http://academyofwinebusiness.com/?page_id=696) 7th International Conference of the AWBR

Branded Marketing Events: Facilitating Customer Brand Engagement (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Altschwager-Conduit-Goodman1.pdf>)

Teagan Altschwager, Jodie Conduit and Steve Goodman

Family transmission versus Chinese investment in Bordeaux wine sector: the analysis of innovations and traditions within the ownership change (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Bajard-Bouzdine-Chameeva-Zhang.pdf>)

Tatiana Bouzdine-Chameeva and Wenxiao Zhang

Drinkers and tasters: A New Zealand perspective of wine-related leisure lifestyles (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Becker.pdf>)

Sarah Becker

How packaging features enhance storytelling (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Blumel.pdf>)

Karen Blumel

Constraints Segmentation and Wine Tourism: Selecting Target Markets Based upon Consumers' Attitudes and Behavioral Similarities Related to their Intent to Visit Wine Destinations (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Bonn-Cho1.pdf>)

Mark A. Bonn and Meehee Cho

The Moderating Role of Attitude Functions upon Consumer Decisions to Purchase Wine Online (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Bonn-Kang.pdf>)

Mark A. Bonn and Sora Kang

Regional Brand Perception by Wine Tourists within a Winescape Framework (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Bruwer-Lesschaeve-Sottini-Gray.pdf>)

Johan Bruwer, Isabelle Lesschaeve, Deborah Gray and Veronica Alampi Sottini

Tourism experiences and wine experiences: a new approach to the analysis of the visitor perceptions for a destination. The case of Verona (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Capitello-Begalli-Agnoli.pdf>)

Roberta Capitello, Diego Begalli and Lara Agnoli

Decoding wine label design: A study of the visual codes of Bordeaux Grand Crus (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Celhay-Folcher-Cohen.pdf>)

Frank Celhay, Pauline Folcher and Justin Cohen

The Effects of Perceived Product-Association Incongruity on Consumption Experiences (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Clemente-Dolansky-Mantonakis-White.pdf>)

Sarah Clemente, Eric Dolansky, Antonia Mantonakis & Katherine White

Wine Tourism Preferences: Developing the Wine Tourism Offer in the Loire Valley (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Cohen-Cohen-Bruwer.pdf>)

Justin Cohen, Eli Cohen & Johan Bruwer

The value of non monetary-based retail promotions: Comparing an in- store experiment to simulated purchasing (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Corsi-Mueller-Lockshin.pdf>)

Armando Maria Corsi, Simone Mueller Loose & Larry Lockshin

(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Corsinovi-Gaeta-Corsi.pdf>) Consumer preferences of rosé wine: an analyses trough the Best-Worst method (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Corsinovi-Gaeta-Corsi1.pdf>)

Paola Corsinovi, Davide Gaeta & Armando Maria Corsi

South Australian Wine Brands on Facebook: An Exploration of Communication Orientations (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Dolan-Goodman-Habel.pdf>)

Rebecca Dolan, Steve Goodman & Cullen Habel

Customer involvement management – Empirical observations of explorative studies on enrichment activities of German wineries (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Dressler.pdf>)

Marc Dressler

The Impact of Tourism Strategies and Regional Factors on Wine Tourism Performance: Bordeaux vs. Mendoza, Mainz, Florence, Porto and Cape Town (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Faugere-Bouzdine-Chameeva-Durrieu-Pesme.pdf>)

Christophe Faugère, Tatiana Bouzdine-Chameeva, François Durrieu & Jacques-Olivier Pesme

Consumer Perceptions of Wine Brand Names (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Forbes-Dean.pdf>)

Sharon L. Forbes & David Dean

An Exploratory Analysis of Marketing Innovations in the New Zealand Wine Industry (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Forbes-King.pdf>)

Sharon L. Forbes & Linda King

Buying into a regional brand: The naming of Central Otago Wineries (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Fountain-Dawson.pdf>)

Joanna Fountain & Daisy Dawson

Vive La Difference! An Empirical Investigation into Status, Innovation, and Financial Performance in The Wine Industry (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Gilinsky-Jordan-Newton.pdf>)

Armand Gilinsky, Jr, Douglas Jordan & Sandra K. Newton

Co-creating Experiential Stories – Differentiating a Winery in the Global Wine Industry (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Golicic-Flint.pdf>)

Susan L. Golicic & Daniel J. Flint

The multiplication of cooperative strategies in south of France wine industry (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Granata.pdf>)

Julien Granata

Look for the Signature: Personal Signatures as a Cue for Quality (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Kettle-Mantonakis.pdf>)

Keri Kettle & Antonia Mantonakis

Sustainability: Implementation programs and communication in the leading wine producing countries (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Klohr-Fleuchaus-Theuvsen.pdf>)

Bastian Klohr, Ruth Fleuchaus & Ludwig Theuvsen

Investigating the Relationship between Wine Tourism and Proactive Environmental Management at Wineries (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Leddy-Williams.pdf>)

Maureen Ann Leddy & Peter Williams

Generation Y, Wine and Alcohol: a Semantic Differential Approach to Consumption Analysis in Tuscany (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Marinelli-Fabbrizzi-Sottini-Sacchelli-Bernetti-Menghini.pdf>)

Nicola Marinelli, Sara Fabbrizzi, Veronica Alampi Sottini, Sandro Sacchelli, Iacopo Bernetti & Silvio Menghini

Wine tourism: futures sales and cultural context of consumption (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Menival-Han.pdf>)

David Menival & Huai Yuan Han

Types of authenticity in champagne: The consumer's view (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Muraz-Charters.pdf>)

Stephanie Muraz & Steve Charters

Romanian Wine Styles: A Study of the Romanian Wine Industry Through the Lens of Cultural Capital and Acculturation Theories (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Nakata-Antalis-2.pdf>)

Cheryl Nakata & Erin J. P. Antalis

Pathways To Wine Export Innovation: A Study of Romanian Winemakers (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Nakata-Antalis.pdf>)

Cheryl Nakata & Erin J. P. Antalis

Trust During Retail Encounters: A Touchy Proposition (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Orth-Bouzdine-Chameeva-Brand.pdf>)

Ulrich R. Orth, Tatiana Bouzdine-Chameeva & Katrin Brand

Struggling to be liked: Package perceptions in retail contexts (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Orth-Veale.pdf>)

Ulrich R. Orth & Roberta Veale

The Impact of General Public Wine Education Courses on Consumer Perception (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Sagala-Lopes.pdf>)

Richard Sagala & Paulo Lopes

Coordinating for Quality: How Cooperatives can beat Private Wineries on Quality and Reputation (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Schamel.pdf>)

Guenter Schamel

Storytelling and wine experience as a marketing strategy: the case of Château Lynch-Bages in Bordeaux (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Sexton.pdf>)

Amie Sexton

When Place Defines the Brand: A Review of Origin-Bounded Brands (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Spielmann.pdf>)

Nathalie Spielmann

Online, Face-to-Face and Telephone Surveys – Comparing Different Sampling Methods in Wine Consumer Research (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Szolnoki-Hoffmann.pdf>)

Gergely Szolnoki & Dieter Hoffmann

Using Social Media in the Wine Business – An Exploratory Study from Germany (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Szolnoki-Taits-Nagel-Fortunato.pdf>)

Gergely Szolnoki, Dimitri Taits, Moritz Nagel & Alessio Fortunato

The Effect of Tasting Sheet Sensory Descriptors on Tasting Room Sales (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Thomas-Gomez-Mansfield.pdf>)

Lauren Thomas, Miguel I. Gómez & Anna Katharine Mansfield

Meat is male; Champagne is female; Cheese is unisex: An examination of perceived gender images of wine (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Velikova-Dodd-Wilcox.pdf>)

Natalia Velikova, Tim H. Dodd & James B. Wilcox

My first glass of wine: A comparison of Gen Y early wine experiences and socialisation in New and Old Worlds markets (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Velikova-Fountain-de-Magistris-Seccia-Wilson.pdf>)

Natalia Velikova, Joanna Fountain, Tiziana de Magistris, Antonio Seccia & Damien Wilson

The Oregon Wine Story: A Mixed-Method Study of Regional Reputation (PDF)
(<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Wagner-Flatt-Byers-Prow.pdf>)

Sharon Wagner, Sylvia Flatt, Katherine Byers & Julia Prow

Wine distribution channel systems in mature and newly growing markets: Germany versus China (PDF) (<http://academyofwinebusiness.com/wp-content/uploads/2013/04/Zhang-Bouzdine-Chameeva.pdf>)

Tatiana Bouzdine-Chameeva & Wenxiao Zhang

Top