RESEARCH SYMPOSIUM IN WINE MARKETING
INSTITUT AGRO MONTPELLIER - 25/11/2021

The Agro Institute-Montpellier SupAgro, Montpellier Business School and the University of Montpellier are hosting a one-day symposium dedicated to research on wine marketing, which will take place at Montpellier SupAgro, 2 Place Pierre Viala, on 25 November 2021.

Call for papers

Wine is a unique product, notable for its deep cultural and territorial roots, its distinct legal and institutional environment, and the structure of its production and distribution. These features have led to many specificities regarding consumption behaviors and branding strategies. They have also opened up many perspectives for research. A considerable number of studies have thus dealt with the issues related to wine marketing in the fields of agrifood and management sciences.

The academic research on wine marketing has been particularly interested in consumer behavior, as well as more recent developments in the field: the strategies of individual and collective brands, trends in print and digital communication, the management of distribution channels, adaptations for international offers, entrepreneurship in wine-growing and winemaking, coopetition strategies, the promotion of CSR approaches, innovation and the co-creation of products.

This symposium will be organized to meet two objectives: (1) to provide field researchers with the opportunity to present their work to the various actors in the sector, (2) to collectively define new research agendas in wine marketing. After the conference, the best communications will be invited to submit a full paper version for a special issue in International Journal of Entrepreneurship and Small Business.

Submission format

We welcome papers addressing any of the issues related to wine marketing. The submission format is the same as that of the recent congress of the Association Française de Marketing. Texts may be submitted in French or English.

Articles must be 5 pages maximum (Times New Roman, 12-point, single spacing, 2.5 cm margins), excluding the title page, author contact info, references and appendices. The authors must ensure the full anonymity of their submissions. The scientific committee will conduct a double-blind evaluation of all submitted papers. The texts should be sent by email, in Word format, to: foued.cheriet@supagro.fr
Audience, subscription and program

The symposium is open to anyone interested in the wine industry: researchers, professionals, journalists and students. Registration is free but required. To register, send an email to: journee.marketing.vin@gmail.com

On the day of the symposium, discussants from the scientific committee will lead a discussion/debate after each presentation. Thematic sessions will be planned. The symposium detailed program will be communicated after the reviewing process.

Calendar

June 30, 2021: deadline for paper submissions
September 15, 2021: notification of decisions to authors
November 25, 2021: day of the symposium

Symposium organization

Organizing committee: Foued Cheriet (MOISA, Institut Agro - Montpellier SupAgro) - Franck Celhay (MRM, Montpellier Business School) - Karine Garcia (MRM, Université de Montpellier)

Scientific committee: Yosr Ben Tahar (Paris School of Business) - François Bobrie (Maison des sciences de l’homme et de la société de Poitiers) - Joelle Brouard (Burgundy School of Business) - Steve Charters (Burgundy School of Business) - Alfredo Coelho (Institut Agro de Bordeaux) - Justin Cohen (University of South Australia) - Martin Cubertafond (Sciences Po Paris) - Leo Paul Dana (Montpellier Business School) - Franck Duquesnois (Université de Bordeaux) - Krista Duniach (MRM, Université de Montpellier) - Manon Favier (Université d’Angers) - Julien Granata (Montpellier Business School) - Coralie Haller (EM Strasbourg) - Hervé Hannin (IHEV, Institut Agro - Montpellier SupAgro) - David Jaud (Kedge Business School, Bordeaux) - Valentina Kirova (Excelia Business School, La Rochelle) - Thierry Lorey (Kedge Business School, Bordeaux) - Josselin Masson (MRM, Université de Montpellier) - Sarah Mussol (MRM, Université de Montpellier) - Juliette Passebois (IAE de Bordeaux) - Hervé Remaud (Kedge Business School, Bordeaux) - Joonas Rokka (EM Lyon) - Lucie Sirieix (Institut Agro - Montpellier SupAgro) - Nathalie Spielmann (Neoma Business School, Reims) - Gergely Szőlnoki (Université de Hochschule Geseinheim) - Jean François Trinquecoste (IAE de Bordeaux) - Catherine Viot (Université de Lyon)