



## Yann CHABIN (PhD)

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**EXPERT PROFESSOR**  
**DEPARTMENT: WINE & SPIRITS**

**DISCIPLINARY TEAM: WINE & SPIRIT BUSINESS (WS)**

## EDUCATION AND DEGREES

- 1990 Bachelor's Degree in Monetary and Financial Economics
- 1992 Master 's Degree in Business Economics
- 2001 PhD in Management

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 2016 - ... Associate Director General (M'RSE)
- 2010 - 2012 Managing Director (Entreprises des secteurs agroalimentaires et vin)
- 2012 - 2015 Senior Lecturer – Management (Sciences de Gestion)

### INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

- 2012 - 2016 President and Secretary General (Wine Earth)
- 2015 - 2016 Expert Member (Commission nationale DD/RSE Afnor normalisation)

## TEACHING

### DISCIPLINARY TEAM

- Wine & Spirit Business (WS)

## SCIENTIFIC ACTIVITIES

## RESEARCH ACTIVITIES

### International, National or Regional Research Projects

- 2015 - 2016 Study of wine distributors' expectations regarding CSR
- 2014 - 2015 Conception of CSR Strategy for Herault 2020 Sustainable Agriculture Plan
- 2009 - 2012 Collaboration in the program « PerfEA : Global Performance of Massif Central Agricultural Colleges »

## INTELLECTUAL CONTRIBUTIONS

### Articles in peer refereed journals

Chabin, Y., Mueller, S., Remaud, H., Do consumers value sustainable wine claims? An International Comparaison. *Bulletin de l'OIV*, 2011.

Chabin, Y., Mueller, S., Remaud, H., How strong and generalisable the Generation Y effect? A cross cultural study for wine. *International Journal of Wine Business Research*, 2011, 23,(2): 125-144.

### Books

Chabin, Y., *Vin & développement durable*, 2012.

### Book chapters

Chabin, Y., Chabin Y. 2014 « Les coopératives vitivinicoles à l'aune du développement durable ». In : *Stratégies des territoires vitivinicoles : Clusters, gouvernance et marque territoriale*. Coll. "Management & Prospective" ? EMS Ed.. , 2014.

### Papers in Academic Conferences

Chabin, Y., Chabin Y. 2014 « L'engagement RSE de la filière vin, regard sur la dynamique française et comparaisons internationales ». Congrès du Réseau Interdisciplinaire de le Recherche en Organisations et Développement Durable, Environnement et Travail, Bordeaux.. , France.