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**PROFESSEUR FULL**  
**DÉPARTEMENT : WINE & SPIRITS**

**ÉQUIPE DISCIPLINAIRE : WINE & SPIRIT BUSINESS (WS)**  
**AXE DE RECHERCHE : WINE & SPIRITS**

## **FORMATION ET DIPLÔMES**

- 2012 Habilitation à Diriger les Recherches (HDR) en Culture de la Consommation du Vin Université de Reims Champagne-Ardenne, France
- 2004 PhD en Marketing Edith Cowan University, Perth, Australie
- 1997 Examen de l'Institut du Masters of Wine Institute of Masters of Wine, Londres, Royaume-Uni
- 1993 Diplôme du Wine and Spirit Education Trust Wine and Spirit Education Trust, Londres, Royaume-Uni
- 1979 Licence en Histoire Moderne Université d'Oxford, Royaume-Uni
- 1981 Formation au titre de juriste College of Law, Londres, Royaume-Uni

## **EXPÉRIENCE PROFESSIONNELLE**

### **EXPÉRIENCE PROFESSIONNELLE**

- 1992 - 1994 Conseiller principal (London Borough of Tower Hamlets)
- 2013 - ... Professeur de Marketing (Groupe ESC Dijon Bourgogne)
- 2006 - 2013 Responsable de la Chaire en Management de Champagne (Reims Management School (ESC Reims))
- 1998 - 2006 Professeur en marketing du vin (Faculté de commerce et droit, Université Edith Cowan)

### **ENSEIGNEMENT EN FORMATION CONTINUE**

- 2010 - 2013 Enseignement Vins du monde et marketing du vin (Université de Reims)

### **MEMBRE D'UNE ASSOCIATION PROFESSIONNELLE**

- 1997 - ... Membre (Institut "Masters of Wine")
- 2000 - ... Membre (The Circle of Wine Writers)
- 2003 - ... Membre (L'Ordre des Coteaux de Champagne)

# ENSEIGNEMENTS

## ÉQUIPE DISCIPLINAIRE

- Wine & Spirit Business (WS)

# ACTIVITÉS SCIENTIFIQUES

## AXE DE RECHERCHE

- Wine & Spirits

## DIRECTION / CO-DIRECTION / JURY DE DOCTORAT-PHD

- 2015 - ... Co-supervisor PhD - Lisa Yip
- 2009 - ... PhD examiner - Andre Beaujanot
- 2006 - ... PhD examiner - Caroline Ritchie
- 2009 - ... PhD examiner - Christophe Terrien
- 2010 - ... PhD examiner - Do Vin Bao
- 2016 Membre de jury de Wenxiao ZHANG
- 2012 - 2014 Co-supervisor PhD - Sarah Becker

## PARTICIPATION AUX ACTIVITÉS DE REVUES ACADÉMIQUES

### Révision d'articles

- Occasional Reviewer
- 2001 - ... Occasional Reviewer

## PARTICIPATION AUX ACTIVITÉS D'ASSOCIATIONS OU DE RÉSEAUX ACADÉMIQUES

### Affiliation à une association au niveau international ou national

- 2009 - ... Member, AAWE
- 2003 - ... Member, AWBR

### Coordination ou participation à l'organisation d'une conférence à portée nationale ou internationale

- 2011 Organising Committee Member
- 2009 Conference co-organiser

## ORGANISATION D'UN WORKSHOP OU SÉMINAIRE INTERNE

- 2012 - ... Co-Chair

## PRIX / DISTINCTIONS

- 2016 - ... Best Business Manual Published in 2015
- 2015 - ... Commended - Book on Wine Economy/Law
- 2013 - ... Prize - Best book on wine economy/law

## AUTRE

- 2009 - ... Member of the Editorial Board, BFJ
- 2006 - ... Member of the Editorial Board, INWBR
- 2001 - ... Member of the Editorial Board, JWR
- 2015 - ... Membre du comité scientifique
- 2013 - 2016 Directeur de Recherche SWSB
- 2010 - 2013 Research Centre Director
- 2011 William Evans Visiting Research Fellow
- 2007 - 2009 Chaire en management du champagne

## CONTRIBUTIONS INTELLECTUELLES

### Articles dans des revues à comité de lecture

Agnoli, L., Charters, S.J., Marks, D., Tavilla, V., Old world assessment of new world provenance cues: An Italian perspective. *International Journal of Market Research*, 2023. **CNRS 4, FNEGE 3, HCERES B (published on line)**

Velikova, N., Charters, S.J., Cogan, L., Destination image and the perceptions of regional iconic goods. *Current Issues in Tourism*, 2023. **FNEGE 3, HCERES B (published on line)**

Agnoli, L., Charters, S.J., The Alcohol Consumption of Wine Drinkers with the Onset of Covid-19. *Food Quality and Preference*, 2022, vol. 98. **CEREN COMPL. LIST**

Barrera, J.I., Torres, J.P., Kunc, M., Charters, S.J., The dynamics of wine tourism adoption in Chile. *Journal of Business Research*, 2021, vol. 127, p. 474-485. **CNRS 2, FNEGE 2, HCERES A**

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., Labelling environmental and terroir attributes: young Italian consumers' wine preferences. *Journal of Cleaner Production*, 2021, vol. 304. **FNEGE 3, HCERES B**

Fountain, J., Charters, S.J., Cogan-Marie, L., The real Burgundy: negotiating wine tourism, relational place and the global countryside. *Tourism Geographies*, 2021, vol. 23, n°5-6, p. 1116-1136.

Smith Maguire, J., Charters, S.J., Aesthetic logics, terroir and the lamination of grower champagne. *Consumption, Markets & Culture*, 2021, vol. 24, n°1, p. 75-96. **CNRS 3, FNEGE 3, HCERES B**

Annunziata, A., Agnoli, L., Vecchio, R., Charters, S.J., Mariani, A., The influence of alcohol warning labels on consumers choices of wine and beer. *Wine Economics and Policy*, 2020, vol. 9, n°2, p. 3-21. **CEREN COMPL. LIST**

Joy, A., Charters, S.J., Wang, J.J., Grohmann, B., A multi-sensory and embodied understanding of wine consumption. *Journal of Wine Research*, 2020, vol. 31, n°4, p. 247-264. **CEREN COMPL. LIST**

Spielmann, N., Smith Maguire, J., Charters, S.J., Product patriotism: How consumption practices make and maintain national identity. *Journal of Business Research*, 2020, vol. 121, p. 389-399. **CNRS 2, FNEGE 2, HCERES A**

Annunziata, A., Agnoli, L., Vecchio, R., Charters, S.J., Mariani, A., Health warnings on wine labels: a discrete choice analysis of Italian and French Generation Y consumers. *Wine Economics and Policy*, 2019, vol. 8, n°1, p. 81-90.

Kunc, M., Menival, D., Charters, S.J., Champagne: the challenge of value co-creation through regional brands. *International Journal of Wine Business Research*, 2019, vol. 31, n°2, p. 203-220.

Lewis, G., Charters, S.J., Lecat, B., Zalan, T., McGarry Wolf, M., The impact of setting on wine tasting experiments: Are wine tasting experiments inherently flawed?. *International Journal of Wine Business Research*, 2019, vol. 31, n°4, p. 578-590. **CEREN COMPL. LIST**

Thach, E., Charters, S.J., Cogan-Marie, L., Core tensions in luxury wine marketing: the case of Burgundian wineries. *International Journal of Wine Business Research*, 2018, vol. 30, n°3, p. 343-365.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., Exploring place image from visitors' expected and lived experiences: A discrete choice approach. *Journal of Customer Behaviour*, 2017, vol. 16, n°1, p. 19-34.

Charters, S.J., Spielmann, N., Babin, B.J., The nature and value of terroir products. *European Journal of Marketing*, 2017, vol. 51, n°4, p. 748-771. [dx.doi.org](https://doi.org/10.1108/EJM-03-2017-0048) **CNRS 3, FNEGE 3, HCERES B**

Charters, S.J., Walker, E., Brown, A., Passion over pragmatism: The motivation of Australian winery owners. *International Journal of entrepreneurship and small business*, 2016, vol. 29, n°4, p. 512-527. **CNRS 4, FNEGE 4, HCERES-ECO C, HCERES-GESTION C**

Velikova, N., Charters, S.J., Fountain, J., Ritchie, C., Fish, N., Dodd, T., Status or fun? A cross-cultural examination of younger consumers' responses to images of champagne and sparkling wine.. *British Food Journal*, 2016, vol. 118, n°8, p. 1960-1975. [dx.doi.org](https://doi.org/10.1108/BFJ-08-2016-0118)

Velikova, N., Charters, S.J., Bouzdine-Chameeva, T., Fountain, J., Ritchie, C., Dodd, T., Seriously pink: A cross-cultural comparison of consumer preferences, perceptions and attitudes towards rosé wine. *International Journal of Wine Business Research*, 2015, vol. 27, n°4, p. 281-298.

Charters, S.J., Michaux, V., Strategies for wine territories and clusters: why focus on territorial governance and territorial branding?. *Journal of Wine Research*, 2014, vol. 25, n°1, p. 1-4.

Charters, S.J., Spielmann, N., The characteristics of strong territorial brands: The case of champagne. *Journal of Business Research*, 2014, vol. 67, n°7, p. 1461-1467. **CNRS 2, FNEGE 2, AERES Gestion A**

Menival, D., Charters, S.J., The impact of geographical reputation on the value created by small producers in Champagne. *Australian Journal of Agricultural and Resource Economics*, 2014, vol. 58, n°2, p. 171-184. **CNRS 3, AERES Gestion B**

Charters, S.J., Menival, D., Senaux, B., Serdukov, S., Value in the territorial brand: The case of champagne. *British Food Journal*, 2013, vol. 115, n°10, p. 1505-1517.

Morton, A-L., Rivers, C., Charters, S.J., Spinks, W., Champagne purchasing: The influence of kudos and sentimentality. *Qualitative Market Research*, 2013, vol. 16, n°2, p. 150-164. **CNRS 4, FNEGE 4, AERES Gestion C**

Spielmann, N., Charters, S.J., The dimensions of authenticity in terroir products. *International Journal of Wine Business Research*, 2013, vol. 25, n°4, p. 310-324.

Mitchell, R., Charters, S.J., Albrecht, J.N., Cultural systems and the wine tourism product. *Annals of Tourism Research*, 2012, vol. 39, n°1, p. 311-335. **CNRS 3, AERES Gestion**

Charters, S.J., Menival, D., Wine tourism in Champagne. *Journal of Hospitality & Tourism Research*, 2011, vol. 35, n°1, p. 102-118. **AERES Gestion**

Charters, S.J., Velikova, N., Ritchie, C., Fountain, J., Thach, L., Dodd, T.H., Fish, N., Herbst, F., Terblanche, N., Generation Y and sparkling wines: A cross-cultural perspective. *International Journal of Wine Business Research*, 2011, vol. 23, n°2, p. 161-175.

Charters, S.J., New World and Mediterranean wine tourism: A comparative analysis. *Tourism*, 2010, vol. 57, n°4, p. 369-379.

Pettigrew, S., Charters, S.J., Alcohol consumption motivations and behaviours in Hong Kong. *Asia Pacific journal of marketing and logistics*, 2010, vol. 22, n°2, p. 210-221.

Charters, S.J., Does a brand have to be consistent?. *Journal of Product and Brand Management*, 2009, vol. 18, n°4, p. 284-291. **CNRS 4**

Charters, S.J., Charters, S.J., Fish, N., 'You felt like lingering...' Experiencing 'real' service at the winery tasting room. *Journal of Travel Research*, 2009, vol. 48, n°1, p. 122-134. **CNRS 4**

Charters, S.J., « Comme un jour avec du soleil » : Point de vue des consommateurs australiens sur la relation vin et nourriture. *Marketing & Communication*, 2008, vol. 8, n°1, p. 60-73.

Charters, S.J., L'influence de l'histoire et de la culture sur le marketing des vins. *Marketing & Communication*, 2008, vol. 8, n°2, p. 32-47.

Charters, S.J., Clark-Murphy, M., Davis, N., Brown, A., Walker, E., An exploration of managerial expertise in the Western Australian wine industry. *International Journal of Wine Business Research*, 2008, vol. 20, n°2, p. 138-152.

Charters, S.J., Menival, D., The impact of tourism on the willingness to pay for a bottle of standard quality champagne. *Enometrica*, 2008, vol. 1, n°1, p. 9-20.

Charters, S.J., Pettigrew, S., Why do people drink wine? A consumer-focused exploration. *Journal of Food Products Marketing*, 2008, vol. 14, n°3, p. 13-32.

Fountain, J., Fish, N., Charters, S.J., Making a connection: Tasting rooms and brand loyalty. *International Journal of Wine Business Research*, 2008, vol. 20, n°1, p. 8-21.

Pettigrew, S., Charters, S.J., Tasting as a projective technique. *Qualitative Market Research*, 2008, vol. 11, n°2, p. 331-343.

Charters, S.J., Pettigrew, S., The dimensions of wine quality. *Food Quality and Preference*, 2007, vol. 18, n°7, p. 997-1007.

## **Ouvrages**

Charters, S.J., Demossier, M., Dutton, J., Harding, G., Smith Maguire, J., Marks, D., Unwin, T., *The Routledge Handbook of Wine and Culture*, Londres : Routledge, 2022, 494 p.

Capitello, R., Charters, S.J., Menival, D., *The Wine Value Chain in China: Consumers, Marketing and the Wider World*, London : Elsevier, 2017, 299 p.

Thach, L., Charters, S.J., *Best Practices in Wine Tourism: 15 Case Studies from around the World*, New-York : Miranda Press, 2016, 321 p.

Charters, S.J., Gallo, J., *Wine Business Management*, Paris : Pearson, 2014, 269 p.

Charters, S.J., Michaux, V., *Stratégies des territoires vitivinicoles. Clusters, gouvernance et marque territoriale*, Cormelles-le-Royal : EMS et Management Prospective, 2014, 270 p.

Gallo, J., Charters, S.J., *Economie et management du vin*, Paris : Pearson, 2014, 261 p.

### Chapitres d'ouvrages

Charters, S.J., Business, Wine and Culture. Charters, S.J., Demossier, M., Dutton, J., Harding, G., Smith Maguire, J., Marks, D., Unwin, T., *The Routledge Handbook of Wine and Culture*, Londres: Routledge, 2022.

Harding, G., Charters, S.J., Smith Maguire, J., Conclusion. Charters, S.J., Demossier, M., Dutton, J., Harding, G., Smith Maguire, J., Marks, D., Unwin, T., *The Routledge Handbook of Wine and Culture*, Londres: Routledge, 2022.

Tavilla, V., Agnoli, L., Charters, S.J., Raconte-moi une histoire de terroir : évaluer l'importance des signes de terroir aux yeux des Millennials. Yengué, J-L., Stengel, K., *Terroir viticole: espace et figures de qualité*, Tours: Presses Universitaires François Rabelais, 2020, p. 207-224.

Joy, A., Belk, R., Charters, S.J., Wang, J., Pena, C., Performance Theory and Consumer Engagement: Wine tourism experiences in India and South Africa. Belk, R., Venkatesh, A., Cross, S., Ruvalcaba, C., *Research in Consumer Behavior*, Somerville, MA: Emerald, 2018, p. 163-189.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., Exploring the Role of Wine in Destination Marketing: The Case of Verona. Rossi, P., *Marketing at the Confluence between Entertainment and Analytics*, Cham: Springer, 2017, p. 1497-1501.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., Terroir in a Bottle: Segmenting Consumer Choices in Generation Y. Petruzzellis, L., Winer, R.S., *Rediscovering the Essentiality of Marketing*. 1ère éd., Berlin: Springer, 2016, p. 517-528.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., Wine as a dimension of city image: Preferences of Chinese tourists for an old world wine destination. Capitello, R., Charters, S.J., Menival, D., Yuan, J., *The Wine Value Chain in China: Consumers Marketing and the Wider World*, Kidlington: Elsevier, 2016, p. 229-249.

Cogan-Marie, L., Charters, S.J., Fountain, J., Chapuis, C., Lecat, B., Is good wine enough? Place, reputation and wine tourism in Burgundy. Thach, L., Charters, S.J., *Best Practices in Wine Tourism: 15 Case Studies from Around the World*, New York: Miranda Press, 2016, p. 79-97.

Wilson, D., Ingham, M., Charters, S.J., Innovation management in the wine sector. Vrontis, D., Sakka, G., Amikhanpour, M., *Management innovation, entrepreneurship and human resource management practices: a global perspective*, Newcastle-upon-Tyne: Cambridge Scholars Publishing, 2015, p. 217-236.

Chapuis, C., Charters, S.J., La nature du vin. Gallo, J., Charters, S.J., *Economie et management du vin*, Paris: Pearson, 2014, p. 15-26.

Chapuis, C., Charters, S.J., The world of wine. Charters, S.J., Gallo, J., *Wine Business Management*, Paris: Pearson, 2014, p. 13-23.

Charters, S.J., Mitchell, R., Food and wine events in Europe and the New World: A comparison. Cavicchi, A., Santini, C., *Food and Wine Events in Europe. A stakeholder approach*, Oxford: Routledge, 2014, p. 15-27.

Cogan-Marie, L., Charters, S.J., L'oenotourisme. Gallo, J., Charters, S.J., *Economie et management du vin*, Paris: Pearson, 2014, p. 225-240.

Cogan-Marie, L., Charters, S.J., Wine tourism. Charters, S.J., Gallo, J., *Wine Business Management*, Paris: Pearson, 2014, p. 221-234.

Fountain, J., Charters, S.J., Generation Y as wine tourists: Their expectations and experiences at the winery cellar door. Benckendorff, P., Moscardo, G., Pendergast, D., *Tourism and Generation Y*, Wallingford: Wallingford: CAB International, 2010, p. 47-57.

Charters, S.J., Listening to the wine consumer: The art of drinking. Allhoff, F., *Wine and Philosophy*, Oxford: Blackwell Publishing, 2008, p. 186-202.

Charters, S.J., On the evaluation of wine quality. Smith, B.C., *Questions of taste: The philosophy of wine*, Oxford: Signal Books, 2007, p. 157-182.

### **Manuels/ouvrages pédagogiques**

Charters, S.J., *The business of champagne: A delicate balance*, Abingdon : Routledge, 2011, 211 p.

### **Études de cas**

Charters, S.J., Spielmann, N., Menival, D., Vranken-Pommery and POP Champagne: 10 years of celebration. *Case Center*, 2010, n°510-054-1

### **Conférences académiques**

Charters, S.J., Agnoli, L., Drinking the wines of our ancestors: An invention of tradition in Northern Italy . *2023 Academy of Wine Business Research (AWBR) Conference* , 11-14 juillet 2023, Wolfville, Canada.

Charters, S.J., Agnoli, L., The cultural context of consumers' sustainability experience. *2023 Academy of Wine Business Research (AWBR) Conference*, 11-14 juillet 2023, Wolfville, Canada.

Dubois, M., Agnoli, L., Georgantzis, N., Charters, S.J., Tisserand, J-C., Impact of Education and Group on Performance in Blind Tastings, an Experimental Approach. *European Association of Wine Economists Conference (EuAWE) 2023*, 27-31 mai 2023, Chania, Grèce.

Agnoli, L., Charters, S.J., Georgantzis, N., Tisserand, J-C., The role of risk attitude on old wines purchase decisions. *Wine and Spirits Economics Workshop*, 9 juin 2022, Dijon, France.

Charters, S.J., Marks, D., Harding, G., The Routledge Handbook of Wine and Culture. *Academy of Wine Business Research Conference 2022*, 5-8 juillet 2022, Dijon, France.

Agnoli, L., Charters, S.J., The effect of the COVID-19 crisis on the wine consumption of elite professional wine consumers. *Wine Marketing Research Symposium*, 25 novembre 2021, Montpellier, France.

Corsi, A., Charters, S.J., Agnoli, L., Loose, S., Lockshin, L., Szolnoki, G., Ghvanidze, S., Sears, D., Velikova, N., Thach, L., Remaud, H., Beaujanot, A., Oyanedel, J., Goodman, S., Dolan, R., Bruwer, J., Fountain, J., Huiqin, M., Capitello, R., Understanding wine consumption during and after the COVID-19 crisis. An AWBR joint effort. *12th Academy of Wine Business Research Conference (online)*, 6-8 juillet 2021, Dijon, France.

Charters, S.J., Agnoli, L., Tavilla, V., "It's a small, yappy dog": the British idea of terroir. *XIII International Terroir Congress 2020 (online)*, 17-18 novembre 2020, Adelaide, Australie.

Charters, S.J., Le contexte culturel de la prohibition. *Colloque international "Prohibition 1919-2019"*, 5-9 novembre 2019, Reims, France.

Charters, S.J., Agnoli, L., Tavilla, V., Assessing Old World Wine Consumers' Perceptions Towards Terroir Stimuli with New World Wine Bottles: A Multi-Country Approach. *13th AAWE Conference*, 14-18 juillet 2019, Vienne, Autriche.

Charters, S.J., Georgantzis, N., Song, H., Yip, L., The Relationship between Perceived and Revealed Attitudes towards "Complexity" and "Flavor Development in the Glass": A Case of Inconsistency. *3rd Annual Wine and Hospitality Management Workshop*, 6-7 juin 2019, New York, Etats-Unis.

Crouch, R., Corsi, A., Lu, V., Agnoli, L., Charters, S.J., The ties that bind: Building strong importer and retailer relationships to drive premium wine export sales (UK and USA). *AWBR Conference*, 14-16 janvier 2019, Stellenbosch , Afrique du sud.

Georgantzis, N., Max, S., Charters, S.J., Is Wine Testing (Perceived as) a Male Skill?. *13th AAWE Conference*, 14-18 juillet 2019, Vienne, Autriche.

Joy, A., Charters, S.J., Wang, J., Grohmann, B., Sensory Perceptions and Embodiment in Wine Consumption. *13th AAWE Conference*, 14-18 juillet 2019, Vienne, Autriche.

Kunc, M., Torres, J., Barrera, J., Charters, S.J., Wine tourism in Chile: Drivers affecting the development of wine tourism and its impact on price. *AWBR Conference*, 14-16 janvier 2019, Stellenbosch , Afrique du sud.

Annunziata, A., Agnoli, L., Vecchio, R., Charters, S.J., Mariani, A., Health warnings on wine labels: a discrete choice analysis of Italian and French Generation Y consumers. *25th EuAWE Conference - European Association of Wine Economists*, 23-25 mai 2018, Dijon, France.

Yip, L., Georgantzis, N., Song, H., Charters, S.J., On the relationship between perceived and revealed attitudes towards "complexity" and "flavor development in the glass": a case of inconsistency?. *25th EuAWE Conference - European Association of Wine Economists*, 23-25 mai 2018, Dijon, France.

Yip, L., Song, H., Charters, S.J., The millennial Chinese preferences on domestic against imported wines. *12th AAWE Conference - American Association of Wine Economists*, 11-14 juin 2018, Ithaca, Etats-Unis.

Agnoli, L., Charters, S.J., Tavilla, V., Influence of different terroir stimuli on consumer preferences towards wine and food: A multi-country analysis. *XXIV Conference of the European Association of Wine Economists*, 7-10 juin 2017, Bologna, Italie.

Agnoli, L., Charters, S.J., Tavilla, V., More than wine. Analysing the importance of terroir for different products in different markets. *10th Academy of Wine Business Research Conference*, 26-28 juillet 2017, Sonoma, Etats-Unis.

Barrera, J-I., Torres, J-P., Kunc, M., Charters, S.J., The business dynamics of wine tourism adoption. *Conference of the Business Association of Latin American Studies*, 5-7 avril 2017, Santiago, Chili.

Charters, S.J., Agnoli, L., Tavilla, V., Tell me a story about terroir. Analysing the appeal of different terroir stimuli for consumers. *11th Annual AAWE (American Association of Wine Economists) Conference*, 28 juin-2 juillet 2017, Padua, Italie.

Ditter, J.G., Charters, S.J., Location-specific advantages in the wine industry – from terroirs to territories. *Academy of Wine Business Research Conference and Education Summit*, 23-25 juillet 2017, Sonoma State University, Etats-Unis.

Joy, A., Belk, R., Sherry, J., Charters, S.J., Wang, J., Pena, C., Wine tourism experiences: South Africa and India. *Consumer Culture Theory Conference*, 9-12 juillet 2017, Anaheim, Etats-Unis.

Menival, D., Charters, S.J., How can you improve the reputation of a territorial brand?. *10th International Conference of the Academy of Wine Business Research*, 25-28 juillet 2017, Sonoma, Etats-Unis.



Yip, L., Song, H., Charters, S.J., Exploring the meaning of wine to the Chinese and French wine consumers. *11th AAWE (American Association of Wine Economists) Conference*, 28 juin-2 juillet 2017, Padua, Italie.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., Assessing the role of wine in shaping destination image: A discrete choice model approach. *10th AAWE Conference*, 21-25 juin 2016, Bordeaux, France.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., Exploring the role of wine in destination marketing: the case of Verona. *19th AMS World Marketing Congress. Academy of Marketing Science*, 19-23 juillet 2016, Paris, France.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., How important is the carbon claim in Generation Y Italians' wine choice?. *9th International Conference of the Academy of Wine Business Research*, 16-19 février 2016, Adelaide, Australie.

Cogan-Marie, L., Charters, S.J., Velikova, N., The development of wine tourism in lesser-known wine regions: The case of Jura. *9th International Conference of the Academy of Wine Business Research*, 16-19 février 2016, Adelaide, Australie.

Lewis, G., Charters, S.J., Lecat, B., The impact of setting on wine experiments: Is the process of wine tasting inherently flawed?. *AAWE (American Association of Wine Economics)*, 21-13 juin 2016, Bordeaux, France.

Menival, D., Fountain, J., Charters, S.J., Can wine tourism accelerate the luxury image for a wine region? Application to the French Wines to the Chinese market. *10th AAWE Conference*, 21-25 juin 2016, Bordeaux, France.

Menival, D., Kunc, M., Charters, S.J., Values for one value: the challenge of collective brands. Application to the Champagne industry. *9th International Cool Climate Wine Symposium*, 26-29 mai 2016, Brighton, Royaume-Uni.

Velikova, N., Charters, S.J., Cogan-Marie, L., Consumer knowledge and preferences for wine amongst visitors to Burgundy. *9th International Conference of the Academy of Wine Business Research*, 16-19 février 2016, Adelaide, Australie.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., Role of expected and lived experiences in shaping place image. *8th Euromed Conference*, 16-18 septembre 2015, Verona, Italie.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D., Terroir in a bottle: Segmenting consumer choices in Generation Y. *2015 World Marketing Congress*, 14-18 juillet 2015, Bari, Italie.

Charters, S.J., Experiencing wine tourism in Burgundy: An elite informant study. *Contemporary Trends and Perspectives in Wine and Agrifood Management Conference*, 16-17 janvier 2015, Salento, Italie.

Cogan-Marie, L., Chapuis, C., Charters, S.J., Lecat, B., Key drivers of success for wine tourism in Burgundy: A comparison between the Cote d'Or and Beaujolais. *9th Conference of the American Association of Wine Economists*, 26-30 mai 2015, Mendoza, Argentine.

Menival, D., Fountain, J., Charters, S.J., The evolution of French wine consumers' perception of a high reputation wine: the role of wine tourism in the territorial brand "Champagne". *2nd workshop on Gastronomy and Local Development: 'Quality of products, quality of places, quality of experience.'*, 5-6 novembre 2015, La Rochelle, France.

Cogan-Marie, L., Charters, S.J., Can wine tourism remedy poor wine marketing? The case of Beaujolais. *8th International Conference of the Academy of Wine Business Research*, 28-30 juin 2014, Geisenheim, Allemagne.

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