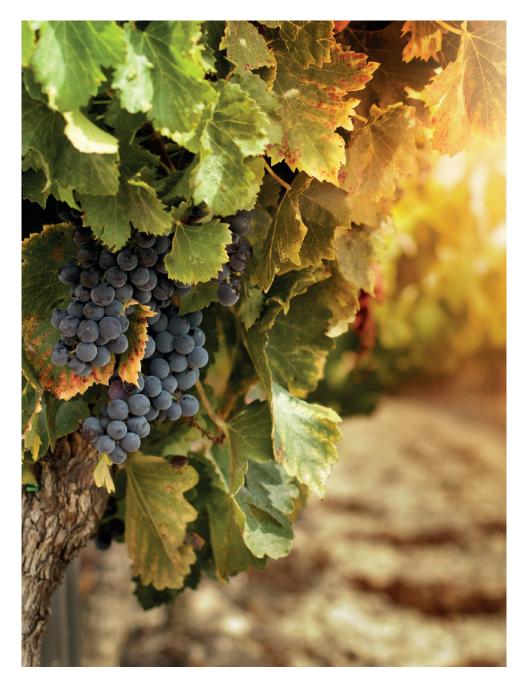


- RESEARCH SYMPOSIUM -



Thursday, 25 november 2021 MOMA - Montpellier Management Espace Richter - Rue Vendémiaire Auditorium MOMA

An event organized by: MBS - Montpellier Business School L'institut Agro - Montpellier Sup'Agro & MOMA - Montpellier Management















25/11/2021 Auditorium MOMA Montpellier Management Espace Richter

- 8h15 8h45 Welcome coffee
- 8h45 9h00 Symposium introduction & program presentation MARIE-CHRISTINE LICHTLE - Dean of the Montpellier Management Institute & KARINE GARCIA - for the wine marketing symposium organizing committee

GUEST SPEAKERS		Plenary session 1
9h00 - 9h30	positioning MARION O	brands strategies: redefining the Languedoc wines brand URY, Marketing and communication director & THIBAUT SANTA, ager - CIVL Conseil Interprofessionel des Vins du Languedoc
9h30 - 10h00	consumers	rand narratives: Are the stories told by managers effective with ? PTH - Kiel University, A&F Marketing - Consumer Psychology
10h00 - 10h30	Coffee brea	ak
WINE IN TIMES OF	CRISIS	Plenary session 2

10h30 - 11h00	Changing wine tourism strategy – adaption of wineries during the COVID-19 crisis GERGELY SZOLNOKI & SUE BAIL - Department of Wine & Beverage Business, Hochschule Geisenheim University
11h00 - 11h30	The effects of the COVID-19 crisis on the wine consumption of elite professional wine consumers STEVEN CHARTERS & LARA AGNOLI - School of wine & spirits business, Burgundy Business School
11h30 - 12h00	Strategic innovation as an entrepreneurial strategy in a regional wine industry in crisis FRANCK DUQUESNOIS - Bordeaux University & JULIEN GRANATA - Montpellier Business School
12h00 - 12h30	The role of fungus resistant grape varieties (FRGV) on the German wine market. A qualitative study among producers and retailers CHRISTOPH KIEFER & GERGELY SZOLNOKI - Department of Wine & Beverage Business, Hochschule Geisenheim University
12h30 - 14h00	Lunch break

WINE BRANDING & PACKAGING

14h00 - 14h30	How to sell wine in the french hyper and supermarkets? An analysis of private label branding strategies in the wine sector YOSR BEN TAHAR - Paris School of Business, CHARLOTTE MASSA - EM Strasbourg & SARAH MUSSOL, Montpellier University
14h30 - 15h00	Environnemental communication on French wine bottles : what is the situation in 2021 ? THIBAULT DURAND, CÉCILE COULON-LEROY & RONAN SYMONEAUX - Ecole Supérieure d'Agriculture d'Angers
15h00 - 15h30	Wine labelling: getting aligned or asserting one's individual differences? A survey among French wine professionals CORINNE CHEVALIER, GHOFRANE GHARIANI, Paris Saclay University
15h30 - 16h00	Raising from Ashes. Category co-creation and intermediaries role in the emergence of the volcanic wines category in the French wine industry MARCO BOTTURA - EDC Paris Business School & LUDOVICO BULLINI ORLANDI - Verona University

WINE DISTRIBUTION & MARKETING PERFORMANCE

Session parallel 1b

- 14h00 14h30 Virtual reality as a trigger of wine tourism development VALENTINA KIROVA - Excellia Business School
- 14h30 15h00 To Retail or Not to Retail: Examining the Producer-Retailer Proximity and Price Policies NATHALIE SPIELMANN & VOLKER KUPPELWIESER, Neoma Business School
- 15h00 15h30 Impact of data analysis on wine SME's marketing performance THEO JUSTY - Montpellier University, JULIEN GRANATA - Montpellier Business School, ANDREAS MUNZEL - Montpellier University & DENIS LESCOP - Montpellier Business School
- 15h30 16h00Are cooperative wineries a favored circuit of proximity for consumers?DIANE CAFFAREL & SARAH MUSSOL Montpellier University

PERSPECTIVE AND TRENDS

Plenary session 3

16h00 - 16h15	Coffee break
16h15 - 16h45	What's next? Wine marketing perspectives in a post-pandemic world JEAN PHILIPPE PERROUTY - Director at Wine Intelligence France
16h45 - 17h00	Best communication award KARINE GARCIA - Montpellier Management Institute, FOUED CHERIET - Montpellier Sup'Agro & FRANCK CELHAY - Montpellier Business School
17h00 - 18h00	Wine tasting