Call for Papers
1st International Workshop on

Innovations in the Wine Industry

Montpellier Business School, Montpellier, France
January 21-22, 2016

Montpellier Business School, in collaboration with the American Association of Wine Economists, is pleased to welcome your presentations at our international workshop on “Innovations in the Wine Industry.” In the context of globalization and continuous technological progresses, innovation is considered the best way to ensure perpetuity and growth. In order to respond to changes in demand and supply, wineries need to innovate and adapt to a globalized market as well as to global warming (climate change). Furthermore, innovation can be important in the collaboration with customers, competitors or other stakeholders. Innovations can also be related to a change in viticulture, enology, production, management, strategy, packaging, marketing and distribution, and financing of wineries.

Keynote speakers:

- **Prof. Karl Storchmann** is Clinical Professor at the Economics Department of New York University, Co-Founder and Vice-President of the American Association of Wine Economists and, Co-Founder and Managing Editor of the Journal of Wine Economics. He holds a PhD and Habilitation in Economics from the University of Bochum, Germany. His research focuses on wine markets, particularly on wine prices and climate change.

- **Prof. Léo-Paul Dana**, a graduate of McGill University and of HEC Montreal, is Professor at Montpellier Business School and Marie Curie Fellow at Princeton University. As well, he holds the title of Adjunct Professor at the University of Regina, in Canada. He formerly served at the University of Canterbury and prior to that as Visiting Professor of Entrepreneurship at INSEAD and Deputy Director of the International Business MBA Programme at Nanyang Business School, in Singapore. He has published extensively in a variety of leading journals including the British Food Journal.

Publication opportunity
The International Journal of Entrepreneurship and Small Business will publish a special issue on the conference theme.

Important dates
Interested authors should submit a detailed abstract (500 words) by November 23, 2015 to winebusiness@montpellier-bs.com. The abstract should include the objectives, methodology and expected results, as well as information about the authors and their affiliations.

December 7, 2015: Notification of acceptance/rejection
January 8, 2016: Registration deadline
January 21-22, 2016: Workshop event
April 15, 2016: Deadline for submission to the special issue
Chairs
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Workshop website
http://www.montpellier-bs.com/international/faculty-and-research/research-center/research-at-mbs/international-workshop-innovations-wine-industry

Wine Business Research Group of Montpellier Business School
http://www.montpellier-bs.com/groupe/le-centre-de-recherche/groupes-de-recherche/wine-business

American Association of Wine Economists
http://www.wine-economics.org/

Visit Montpellier’s region
https://www.youtube.com/watch?v=4uskp880t_4