

**6th Workshop of the Global Wine Business Institute
& Special Issued of the Journal of Comparative International Management
"New Business Models & Management Strategies in the Global Wine Industry"**

Zaragoza, Spain, May 14th 2025

Program

The objectives of this workshop are to advance the research agenda of the members of the Global Wine Business Institute, foster collaborations within the network, and present papers submitted to the JCIM special issue.

Location: Universidad de Zaragoza, Facultad de Economía y Empresa, Campus Paraíso. Gran Vía, 2 - 50005 Zaragoza. Room: Sala de Juntas de la Biblioteca (Library room)

9:30 - 9:40 Workshop Welcome

Natalia Dejo Oricain, COMPETE Research Group, Faculty of Business and Economics, University of Zaragoza (Spain)

9:40 – 10:10 The Global Wine Business Institute & the Special Issue of the JCIM

Nicolás Depetris-Chauvin, HES-SO, Haute École de Gestion de Genève (Switzerland)

10:10 - 11:00 Wine Tourism Insights Across Macro and Micro Data Hierarchies: A Comparative Study of France, South Africa, and Romania.

David Priilaid, University of Cape Town (South Africa)

Discussant: Robin Goldstein, University of California, Davis (USA)

11:00-11:30 Coffee Break (30 minutes)

11:30 - 12:20 Wine's Place in the Global Beverage Markets: Insights from a New Database.

German Puga, University of Western Australia (Australia)

Discussant: Stefano Corsi, University of Milan (Italy)

12:20 -13:10 A Characterization of Four LATAM Wine-Producers: Are They Converging in Business Practices?

Gustavo Ferro, University of CEMA (Argentina)

Discussant: Riccardo Saracino, University of Milan (Italy)

13:10 -14:00 Strategies of wineries from Georgia, Moldova and Ukraine in the context of Eurointegration: A comparative perspective.

Viktor Golovii, Nord University (Norway)

Discussant: Monica-Maria Coros, Babeş-Bolyai University (Romania)

14:00 – 15:30 Lunch Break (90 minutes)

15:30 – 16:00 Determinants of Wine Tourism: An Application in the Spanish Wine Industry

Marta Fernández-Olmos, COMPETE Research Group, University of Zaragoza (Spain)

16:00 – 16:30 Sustainable Agriculture: Profile and Strategies of Argentine Wineries

Emiliano Villanueva, Eastern Connecticut State University (USA)

16:30 – 17:00 Quality-Quantity Trade-off in Wine Tourism

Nicolás Depetris-Chauvin, HES-SO, Haute École de Gestion de Genève (Switzerland)

17:00-17:20 Coffee Break (20 minutes)

17:20 – 17:50 The Relationship Between the Professionalization of Wineries and Performance via Strategy

Katrin Simón Elorz, Universidad Pública de Navarra (Spain)

17:50 – 18:00 Closing remarks and way forward

Nicolás Depetris-Chauvin, HES-SO, Haute École de Gestion de Genève (Switzerland)

19:00 EuAWE Conference Welcoming Cooktail