



## Stephen John CHARTERS (PhD, HDR)

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**FULL PROFESSOR**  
**DEPARTMENT: WINE & SPIRITS**

**DISCIPLINARY TEAM: WINE & SPIRIT BUSINESS (WS)**  
**RESEARCH AXIS: WINE & SPIRITS**

## EDUCATION AND DEGREES

- 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, Australia
- 1997 Examen de l'Institut du Masters of Wine Institute of Masters of Wine, London, United Kingdom
- 1993 Diplôme du Wine and Spirit Education Trust Wine and Spirit Education Trust, London, United Kingdom
- 1979 Licence en Histoire Moderne University of Oxford, United Kingdom
- 1981 Formation au titre de juriste College of Law, London, United Kingdom

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 1992 - 1994 Policy Adviser (part time) (London Borough of Tower Hamlets)
- 2013 - ... Professor in Marketing (Groupe ESC Dijon Bourgogne)
- 2006 - 2013 Professor of Champagne Management (Reims Management School (ESC Reims))
- 1998 - 2006 Senior Lecturer (level C) in Wine Marketing and Wine Studies (Faculté de commerce et droit, Université Edith Cowan)

### EXECUTIVE EDUCATION TEACHING

- 2010 - 2013 Courses on wines of the world and wine marketing (Université de Reims)

### INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

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

## TEACHING

### DISCIPLINARY TEAM

- Wine & Spirit Business (WS)

## SCIENTIFIC ACTIVITIES

### RESEARCH FOCUS

- Wine & Spirits

### DOCTORATE-PHD SUPERVISION/CO SUPERVISION/JURYS

- 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 Examiner of Wenxiao ZHANG
- 2012 - 2014 Co-supervisor PhD - Sarah Becker

### PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS

#### Reviewing of articles

- Occasional Reviewer
- 2001 - ... Occasional Reviewer

### PARTICIPATION TO THE ACTIVITIES OF ACADEMIC ASSOCIATIONS OR NETWORK

#### Affiliation to international or national associations

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

#### Coordination or participation of a conference organisation

- 2011 Organising Committee Member
- 2009 Conference co-organiser

### ORGANISATION OF INTERNAL WORKSHOP OR RESEARCH EVENTS

- 2012 - ... Co-Chair

## AWARD DISTINCTIONS

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

## OTHER

- 2009 - ... Member of the Editorial Board, BFJ
- 2006 - ... Member of the Editorial Board, INWBR
- 2001 - ... Member of the Editorial Board, JWR
- 2015 - ... Member of the Scientific Committee
- 2013 - 2016 Director of Research, School of Wine & Spirits Business
- 2010 - 2013 Research Centre Director
- 2011 William Evans Visiting Research Fellow
- 2007 - 2009 Chair of Champagne Management

# INTELLECTUAL CONTRIBUTIONS

## Articles in peer refereed journals

Barrera, J.I., Torres, J.P., Kunc, M., Charters, S.J., The dynamics of wine tourism adoption in Chile. *Journal of Business Research*, 2021, 127: 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, 304. **FNEGE 3, HCERES B**

Smith Maguire, J., Charters, S.J., Aesthetic logics, terroir and the lamination of grower champagne. *Consumption, Markets & Culture*, 2021, 24,(1): 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, 9,(2): 3-21. **CEREN COMPL. LIST**

Fountain, J., Charters, S.J., Cogan-Marie, L., The real Burgundy: negotiating wine tourism, relational place and the global countryside. *Tourism Geographies*, 2020. **(published on line)**

Joy, A., Charters, S.J., Wang, J.J., Grohmann, B., A multi-sensory and embodied understanding of wine consumption. *Journal of Wine Research*, 2020, 31,(4): 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, 121: 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, 8,(1): 81-90. [doi.org](https://doi.org/10.1016/j.wep.2019.08.001)

- Kunc, M., Menival, D., Charters, S.J., Champagne: the challenge of value co-creation through regional brands. *International Journal of Wine Business Research*, 2019, 31,(2): 203-220.[doi.org](#)
- 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, 31,(4): 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, 30,(3): 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, 16,(1): 19-34.
- Charters, S.J., Spielmann, N., Babin, B.J., The nature and value of terroir products. *European Journal of Marketing*, 2017, 51,(4): 748-771.[dx.doi.org](#) **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, 29,(4): 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, 118,(8): 1960-1975.[dx.doi.org](#)
- 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, 27,(4): 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, 25,(1): 1-4.
- Charters, S.J., Spielmann, N., The characteristics of strong territorial brands: The case of champagne. *Journal of Business Research*, 2014, 67,(7): 1461-1467. **CNRS 2, FNEGE 2, AERES 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, 58,(2): 171-184. **CNRS 3, AERES B**
- Charters, S.J., Menival, D., Senaux, B., Serdukov, S., Value in the territorial brand: The case of champagne. *British Food Journal*, 2013, 115,(10): 1505-1517.
- Morton, A-L., Rivers, C., Charters, S.J., Spinks, W., Champagne purchasing: The influence of kudos and sentimentality. *Qualitative Market Research*, 2013, 16,(2): 150-164. **CNRS 4, FNEGE 4, AERES C**
- Spielmann, N., Charters, S.J., The dimensions of authenticity in terroir products. *International Journal of Wine Business Research*, 2013, 25,(4): 310-324.
- Mitchell, R., Charters, S.J., Albrecht, J.N., Cultural systems and the wine tourism product. *Annals of Tourism Research*, 2012, 39,(1): 311-335. **CNRS 3, AERES**
- Charters, S.J., Menival, D., Wine tourism in Champagne. *Journal of Hospitality & Tourism Research*, 2011, 35,(1): 102-118.**AERES**
- 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, 23,(2): 161-175.
- Charters, S.J., New World and Mediterranean wine tourism: A comparative analysis. *Tourism*, 2010, 57,(4): 369-379.

Pettigrew, S., Charters, S.J., Alcohol consumption motivations and behaviours in Hong Kong. *Asia Pacific journal of marketing and logistics*, 2010, 22,(2): 210-221.

Charters, S.J., Does a brand have to be consistent?. *Journal of Product and Brand Management*, 2009, 18,(4): 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, 48,(1): 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, 8,(1): 60-73.

Charters, S.J., L'influence de l'histoire et de la culture sur le marketing des vins. *Marketing & Communication*, 2008, 8,(2): 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, 20,(2): 138-152.

Charters, S.J., Menival, D., The impact of tourism on the willingness to pay for a bottle of standard quality champagne. *Enometrika*, 2008, 1,(1): 9-20.

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

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

Pettigrew, S., Charters, S.J., Tasting as a projective technique. *Qualitative Market Research*, 2008, 11,(2): 331-343.

Charters, S.J., Pettigrew, S., The dimensions of wine quality. *Food Quality and Preference*, 2007, 18,(7): 997-1007.

## **Books**

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.

## **Book chapters**

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, 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, 1497-1501.

Tavilla, V., Agnoli, L., Charters, S.J., Raconte-moi une histoire de terroir : évaluer l'importance des signes de terroir aux yeux des Millennials . , Tours, 2017.

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*. 1st ed., Berlin: Springer, 2016, 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, 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, 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, 217-236.

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

Chapuis, C., Charters, S.J., The world of wine. Charters, S.J., Gallo, J., *Wine Business Management*, Paris: Pearson, 2014, 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, 15-27.

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

Cogan-Marie, L., Charters, S.J., Wine tourism. Charters, S.J., Gallo, J., *Wine Business Management*, Paris: Pearson, 2014, 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, 47-57.

Charters, S.J., Listening to the wine consumer: The art of drinking. Allhoff, F., *Wine and Philosophy*, Oxford: Blackwell Publishing, 2008, 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, 157-182.

### **Textbooks/educational books**

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

### **Case studies**

Charters, S.J., Spielmann, N., Menival, D., Vranken-Pommery and POP Champagne: 10 years of celebration. *Case Center*

### **Papers in Academic Conferences**

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)*, July 6th-8th 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)*, November 17th-18th 2020, Adelaide, Australia.

Charters, S.J., Le contexte culturel de la prohibition. *Colloque international "Prohibition 1919-2019"*, November 5th-9th 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*, July 14th-18th 2019, Vienne, Austria.

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*, June 6th-7th 2019, New York, United States.

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*, January 14th-16th 2019, Stellenbosch, South Africa.

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

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

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*, January 14th-16th 2019, Stellenbosch, South Africa.

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*, May 23rd-25th 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*, May 23rd-25th 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*, June 11th-14th 2018, Ithaca, United States.

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*, June 7th-10th 2017, Bologna, Italy.

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*, July 26th-28th 2017, Sonoma, United States.

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*, April 5th-7th 2017, Santiago, Chile.

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*, June 28th-July 2nd 2017, Padua, Italy.

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*, July 23rd-25th 2017, Sonoma State University, United States.

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

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*, July 25th-28th 2017, Sonoma, United States.

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*, June 28th-July 2nd 2017, Padua, Italy.

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*, June 21st-25th 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*, July 19th-23rd 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*, February 16th-19th 2016, Adelaide, Australia.

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*, February 16th-19th 2016, Adelaide, Australia.

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)*, June 21st-13th 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*, June 21st-25th 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*, May 26th-29th 2016, Brighton, United Kingdom.

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*, February 16th-19th 2016, Adelaide, Australia.

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

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

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

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*, May 26th-30th 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.*, November 5th-6th 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*, June 28th-30th 2014, Geisenheim, Germany.

Velikova, N., Charters, S.J., Bouzdine-Chameeva, T., Fountain, J., Ritchie, C., Dodd, T., Yes Way, Rosé! Cross-Cultural Comparison of Consumer Preferences, Perceptions and Attitudes towards Rosé Wine. *8th International Conference of the Academy of Wine Business Research*, June 28th-30th 2014, Geisenheim, Germany.

Chapuis, C., Charters, S.J., Lecat, B., Is terroir just a conveniently untranslatable French term? Part 1: the case of France. *4th Joint Research Conference*, June 24th 2013, Dijon, France.

Chapuis, C., Charters, S.J., Lecat, B., Special Session on Terroir and Wine Marketing – Global Perspectives. *42th Academy of Marketing Science (AMS) Annual Conference*, May 15th-18th 2013, Monterey, United States.

Charters, S.J., Shaping an Agenda for Wine Business Research. *4th Joint Research Conference*, June 24th 2013, Dijon, France.

Menival, D., Charters, S.J., The territorial brand: an advantage in opening new markets?. *Australian and New Zealand Marketing Academy Conference 2013*, December 2nd-4th 2013, Auckland, New Zealand.

Muraz, S., Charters, S.J., Types of authenticity in champagne: The consumers' view. *7th International Conference of the Academy of Wine Business Research*, June 12th-15th 2013, Sainte Catherines, Canada.

Smith Maguire, J., Charters, S.J., The role of place in the construction of alternative market relations: The case of small-scale champagne producers. *11th International Conference of the European Sociological Association*, August 28th-31st 2013, Turin, Italy.

Charters, S.J., Menival, D., The characteristics of strong territorial brands. *XI Congres des Terroirs Vitivinicoles*, June 29th 2012, Dijon, France.

Menival, D., Charters, S.J., Wine tourism: Increasing future champagne sales. *International Conference on Innovation and Trends in Wine Management*, June 22nd 2012, Dijon, France.

Charters, S.J., Mitchell, R., Critical success factors for an emerging territorial brand: The case of Central Otago wines. *Australian and New Zealand Marketing Academy Conference 2011*, November 28th-30th 2011, Perth, Australia.

Charters, S.J., Mitchell, R., Menival, D., The territorial brand in wine. *6th International Conference of the Academy of Wine Business Research*, June 9th-11th 2011, Bordeaux, France.

Kniazeva, M., Charters, S.J., Staging authenticity in the cellars of Champagne. *6th International Conference of the Academy of Wine Business Research*, June 9th-11th 2011, Bordeaux, France.

Menival, D., Charters, S.J., The impact of the geographical reputation on the value created by small producers in Champagne. *2011 World Marketing Congress*, July 20th-23rd 2011, Reims, France.

Mitchell, R., Charters, S.J., Industrialised nature: A champagne myth. *Australian and New Zealand Marketing Academy Conference 2011*, November 28th-30th 2011, Perth, Australia.

Muraz, S., Charters, S.J., Types of authenticity in champagne: The brand managers' view. *6th International Conference of the Academy of Wine Business Research*, June 9th-11th 2011, Bordeaux, France.

Ritchie, C., Charters, S.J., Fountain, J., Velikova, N., Dodd, T.H., Thach, L., Fish, N., Herbst, F., Terblanche, N., It's my party: Influences upon young adults to consume sparkling wine and champagne in restaurants, bars and night clubs. *ICCAS 2011 (Seventh International Conference Culinary Arts and Science)*, April 12th-14th 2011, Bournemouth, United Kingdom.

Smith Maguire, J., Charters, S.J., Territorial brand and scale of production: The example of champagne. *6th International Conference of the Academy of Wine Business Research*, June 9th-11th 2011, Bordeaux, France.

Charters, S.J., Marketing terroir: A conceptual approach. *5th International Conference of the Academy of Wine Business Research*, February 8th-10th 2010, Auckland, New-Zealand.

Charters, S.J., Clark-Murphy, M., Brown, A., Walker, E., Marketing perspectives within the Western Australian wine industry. *5th International Conference of the Academy of Wine Business Research*, February 8th-10th 2010, Auckland, New-Zealand.

Menival, D., Charters, S.J., The impact of the geographical reputation on the value created by small producers in Champagne. *5th International Conference of the Academy of Wine Business Research*, February 8th-10th 2010, Auckland, New-Zealand.

Charters, S.J., An ambivalent luxury: Images of champagne in the Australian market. *Bacchus Goes Green: Fourth Interdisciplinary and International Wine Conference*, July 7th-9th 2009, Dijon, France.

Charters, S.J., New World and Mediterranean wine tourism: A comparative analysis. *ICTDM Conference Tourism in a Changing World: Prospects and Challenges*, September 11th-14th 2009, Kos, Greece.

Charters, S.J., Menival, D., The marketing perspectives of small producers in the champagne industry. *Bacchus Goes Green: Fourth Interdisciplinary and International Wine Conference*, July 7th-9th 2009, Dijon, France.

Charters, S.J., Menival, D., A typology of small producers in the champagne industry. *Fourth International Conference of the Academy of Wine Business Research*, July 17th-19th 2008, Sienne, Italy.

Charters, S.J., Wilson, D., How and why do wine consumers increase their product involvement?. *Academy of Wine Business Research*, July 11th-19th 2008, Siene, Italy.

Mitchell, R., Charters, S.J., Looking at things Sideways: Interpreting the consumption of wine and wine country in the motion picture Sideways. *Reflective Marketing in a Material World: The Academy of Marketing Conference*, July 8th-10th 2008, Aberdeen, United Kingdom.

Brown, A., Walker, E., Charters, S.J., Clark-Murphy, M., Davis, N., Small Australian wineries: surviving or thriving?. *Australian and New Zealand Academy of Management Conference*, December 4th-7th 2007, Sydney, Australia.

Charters, S.J., The shadow of the past: How history shapes cultural approaches to wine and its marketing. *3rd Bacchus Conference*, June 7th-9th 2007, Ontario, Canada.

Charters, S.J., Pettigrew, S., What does appearance tell the consumer about wine quality?. *3rd Bacchus Conference*, June 7th-9th 2007, Ontario, Canada.

### **Invited keynote speeches**

Charters, S.J., Between tradition and modernity – the developing relationship of wine and territory. 'Vino e Territorio, I sistemi territoriali del vino tra tradizione e innovazione', November 13th 2011, Milan, Italy.

Charters, S.J., Six myths of wine tourism. *The European Wine and Food Tourism Conference*, April 14th-16th 2011, Volterra, Italy.

Charters, S.J., The contemporary wine consumer: 'It's not just a drink. 'Lectio Magistralis' at the *University of Verona*, October 13th 2011, Veronne, Italy.

Charters, S.J., The myths of wine tourism. *The Fourth International Symposium on Wine and Territory: Wine and Models of Oenotouristic Developem*, June 16th 2011, Sardinia, Italy.

Charters, S.J., Trends in world wine markets and wine consumption. 'Vino a Toda Vela', April 21st 2011, Valencia, Spain.

### **Papers/digital media in professional journals**

Corsi, A., Crouch, R., Lu, V., Agnoli, L., Charters, S.J., US and UK markets: Ties that bind: building strong importer and retailer relationships to drive premium wine export sales. . *Wine and Viticulture Journal*, 2017, 32(6): 58-59.

Thach, E., Charters, S.J., Cogan-Marie, L., Trends in Burgundian wine: going back to the future. *Winebusiness.com*, 2017. [www.winebusiness.com](http://www.winebusiness.com)

Thach, E., Olsen, J., Cogan-Marie, L., Charters, S.J., What price is luxury wine? Research studies unclear. *Winebusiness.com*, 2017. [www.winebusiness.com](http://www.winebusiness.com)

Velikova, N., Charters, S.J., Bouzdine-Chameeva, T., Fountain, J., Ritchie, C., Dodd, T., Drink pink: A cross-cultural examination of the perceived image of rosé. *Wine and Viticulture Journal*, 2016, 31(4): 67-69.

Thach, L., Charters, S.J., Global bubbles: differences in how millennials perceive sparkling wine around the world. *Winebusiness.com*, 2011. [www.winebusiness.com](http://www.winebusiness.com)

Thach, L., Menival, D., Charters, S.J., Fermenting bubbles: Exploring how champagne's work culture provides competitive advantage – a case study. *Insights to a Changing World*, 2009, 9(4).

Charters, S.J., Réflexions sur l'image des vins effervescents en Australie. *Revue des Œnologues*, 2008(128).

### **Press tribunes**

Charters, S.J., Ce que le Covid-19 révèle des cultures de consommation de vin dans le monde. *The Conversation*, May 29th 2020, [theconversation.com](http://theconversation.com)

### **Research seminars**

Charters, S.J., Creating a global territorial brand: The case of champagne, *University of San Diego Public Lecture*, February 22nd 2012, San Diego, United States.

Charters, S.J., The business of champagne – a delicate balance, *University of Warwick Business School Public Lecture*, March 1st 2012, Warwick, United Kingdom.

Charters, S.J., Champagne, fast cars and football: The things that give meaning to our life, *University of Otago School of Business Research Seminar*, March 1st 2011, Otago, New-Zealand.

Charters, S.J., How good is it really? The idea of aesthetic quality when drinking wine, *Otago Polytechnic Public Lecture*, December 6th 2011, Otago, New-Zealand.

Charters, S.J., A defence of the idea of wine quality, November 5th 2009, Paris, France.

Charters, S.J., L'idée des 'Significant Products, February 12th 2009, Reims, France.

Charters, S.J., Dusautoir, O., Innovation and excellence in champagne: the future of the territory and the wine, November 13th 2009, Piacenza, Italy.

Charters, S.J., Est ce que la consommation du vin est un processus esthétique?, May 3rd 2008, Paris, France.

### **Professional conferences**

Cogan-Marie, L., Charters, S.J., How can wine tourism reinforce the attractiveness of an underdeveloped region? The special case of the Jura. *7th International Wine Tourism Conference*, April 8th-9th 2015, Reims, France.

Charters, S.J., Generation Y and wine consumption. *Vinideas*, May 27th 2010, Oporto, Portugal.

### **Videos**