



Stephen John CHARTERS

29, rue Sambin
BP 50608
21006 Dijon Cedex

✉ steve.charters@bsb-education.com

PROFESSEUR PERMANENT - SCHOOL OF WINE & SPIRITS BUSINESS

FORMATION ET DIPLÔMES

- 2012 HDR (habilitation à diriger des Recherches) - Habilitation à Diriger les Recherches (HDR) en Culture de la Consommation du Vin University of Reims Champagne-Ardenne, Reims, France
- 2004 Phd - PhD en Marketing Edith Cowan University, Perth, Australie
- 1997 Autres - Examen de l'Institut du Masters of Wine Institute of Masters of Wine, London, Royaume-Uni
- 1993 Autres - Diplôme du Wine and Spirit Education Trust Wine and Spirit Education Trust, London, Royaume-Uni
- 1981 Autres - Formation au titre de juriste College of Law, Lancaster Gate, Londres, Royaume-Uni
- 1979 Bac +3 - Licence en Histoire Moderne University of Oxford, Oxford, Royaume-Uni

EXPÉRIENCE PROFESSIONNELLE

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- 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
- 1992 - 1994 Conseiller principal London Borough of Tower Hamlets

ENSEIGNEMENT EN FORMATION CONTINUE

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

MEMBRE D'UNE ASSOCIATION PROFESSIONNELLE

- 2003 - ... Membre L'Ordre des Coteaux de Champagne
- 2000 - ... Membre The Circle of Wine Writers

- 1997 - ... Membre Institut "Masters of Wine"

ENSEIGNEMENTS

ÉQUIPE DISCIPLINAIRE

- Wine & Spirit Business

ACTIVITÉS SCIENTIFIQUES

AXE DE RECHERCHE

- Wine & Spirits Management Lab
- Wine & Spirits Management Lab

DIRECTION / CO-DIRECTION / JURY DE DOCTORAT-PHD

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

ACTIVITÉS DE RECHERCHE

Coordination d'une chaire ou d'un axe de recherche

- 2013 - 2016 Directeur de Recherche SWSB
- 2010 - 2013 Research Centre Director
- 2007 - 2009 Chaire en management du champagne

PARTICIPATION AUX ACTIVITÉS DE REVUES ACADÉMIQUES

Responsabilités éditoriales

- 2009 - ... Member of the Editorial Board, BFJ
- 2006 - ... Member of the Editorial Board, INWBR
- 2001 - ... Member of the Editorial Board, JWR

Révision d'articles

- 2001 - ... Occasional Reviewer
- - ... 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 - 2011 Organising Committee Member
- 2009 - 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

- 2015 - ... Membre du comité scientifique
- 2011 - 2011 William Evans Visiting Research Fellow

CONTRIBUTIONS INTELLECTUELLES

Articles in peer refereed journals

Fountain, J., Charters, S.J., Cogan-Marie, L. The real Burgundy: negotiating wine tourism, relational place and the global countryside. *Tourism Geographies*, 2020. [10.1080/14616688.2020.1713880](https://doi.org/10.1080/14616688.2020.1713880) (published on line)

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

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**

Spielmann, N., Smith Maguire, J., Charters, S.J. Product patriotism: How consumption practices make and maintain national identity. *Journal of Business Research*, 2018. **CNRS 2, FNEGE 2, HCERES A (published on line)**

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](https://doi.org/10.1108/EJM-03-2017-0041) **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](https://doi.org/10.1108/BFJ-06-2016-0141)

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**

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. In: Belk, R., Venkatesh, A., Cross, S., Ruvalcaba, C. (coord.). *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. In: Rossi, P. (coord.). *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 . In: , Tours, 2017.

Capitello, R., Agnoli, L., Charters, S.J., Begalli, D. Terroir in a Bottle: Segmenting Consumer Choices in Generation Y. In: Petruzzellis, L., Winer, R.S. (coord.). *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. In: Capitello, R., Charters, S.J., Menival, D., Yuan, J. (coord.). *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. In: Thach, L., Charters, S.J. (coord.). *Best Practices in Wine Tourism: 15 Case Studies from Around the World*, New York: Miranda Press, 2016, 79-97.

Fountain, J., Cogan-Marie, L. Wine and kids: making wine tourism for families in Beaujolais?. In: Thach, L., Charters, S.J. (coord.). *Best Practices in Global Wine Tourism: 15 Case Studies from around the World*. 1st ed., New York: Miranda Press, 2016, 213-231.

Seidemann, V., Atwal, G., Heine, K. Gift culture in china: consequences for the fine wine sector. In: Capitello, R., Charters, S.J., Menival, D., Yuan, J. (coord.). *The Wine Value Chain in China*, Elsevier – Chandos Publishing, 2016, 47-62.

Stöckl, A., Caseau, C. Luring Tourists Back to the Traditional Wine Taverns (Heurigen) of Vienna, Austria. In: Thach, L., Charters, S.J. (coord.). *Best Practices in Global Wine Tourism: 15 Case Studies from around the World*, New York : Miranda Press, 2016, 15-28.

Wilson, D., Ingham, M., Charters, S.J. Innovation management in the wine sector. In: Vrontis, D., Sakka, G., Amikhanpour, M. (coord.). *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. In: Gallo, J., Charters, S.J. (coord.). *Economie et management du vin*, Paris: Pearson, 2014, 15-26.

Chapuis, C., Charters, S.J. The world of wine. In: Charters, S.J., Gallo, J. (coord.). *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. In: Cavicchi, A., Santini, C. (coord.). *Food and Wine Events in Europe. A stakeholder approach*, Oxford: Routledge, 2014, 15-27.

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

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

Wilson, D., Resnick, E., Reedman Mw, P., Mooney, J. Conducting e-business in the wine sector. In: Gallo, J., Charters, S.J. (coord.). *Wine business management*, Paris: Pearson, 2014, 247-260.

Papers in Academic Conferences

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, 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*, 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.

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

Thach, E., Olsen, J., Cogan-Marie, L., Charters, S.J. What price is luxury wine? Research studies unclear. *Winebusiness.com*, 2017. 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.

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

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.

Interviews

Charters, S.J. Wines: does terroir matter?. *Xerfi Canal*, September 3rd 2018, www.xerfi-business-tv.com