





**DISTINCTIONS**

2018	Alliance for Research on Wine & Hospitality Management (Lausanne)	Auguste Escoffier Prize, best paper award
2016	AWBR Conference	Best Paper Award
2015	AAWE Conference	Christophe Baron Award for Best Conference Presentation
2013	Conférence I-CHLAR 2013 (Lausanne)	Best Research Paper Silver Award
2002	Conférence VDQS - Oenométrie IX, 2002 (Montpellier)	Young researcher award

## THESIS SUPERVISIONS

	Completed			Current		
	S	CO-S	MB	S	CO-S	M
Post-doctorale	0	0	-	0	0	-
Thèses (Doctorat)	0	0	0	0	0	0
Thèses (Maîtrise)	150	0	60	47	0	0
Projets (Maîtrise)	45	0	0	0	0	0

*S=Supervisor; CO-S=Co-Supervisor; M=Member of the thesis Committee*

## BUSINESS EXPERIENCE

2000-2003 Les Grands Crus, Bordeaux, Business and data analyst:  
Market analysis, competitive and strategic intelligence

## PUBLICATIONS

### Chapters in Books

1. Livat F., Jaffré C. (2022). Women in wine... occasionally: Gendered roles in the wine industry. *Routledge Handbook of Wine and Culture*, forthcoming.
2. Livat F. (2019). Individual and Collective Reputations in the Wine Industry, pp. 463-485. In: Alonso Ugaglia A., Cardebat JM., Corsi A. (eds) *The Palgrave Handbook of Wine Industry Economics*. Palgrave Macmillan, ISBN : 978-3-319-98632-6.
3. Anne Gombault, Catherine Morel, Florine Livat (2014), Le lent apprentissage du mécénat et du parrainage culturel en France en région, in Hélie T. et Thuriot F. (dir.), *Acteurs privés et politiques publiques. La privatisation des politiques culturelles à l'épreuve de l'analyse empirique*, Paris : L'Harmattan, coll. Administration et aménagement du territoire.
4. Jean-Marc Figuet, Jean-Marie Cardebat, Florine Livat (2013), "Bilan et perspectives pour les vins français à l'exportation: Le soleil se lèvera-t-il toujours à l'est ?", in *Le vin et ses marchés, annales 2013*, dirigé par J-F. Trinquecoste, Dareios-Féret.
5. Jean-Marc Figuet, Jean-Marie Cardebat, Florine Livat (2012) "Les exportations françaises de vin en 2011 : le basculement ?", in *Le vin et ses marchés, annales 2012*, dirigé par J-F. Trinquecoste, Dareios-Féret.
6. Florine Livat (2005), "Selon quelle(s) modalité(s) le consommateur substitue-t-il des vins de Bordeaux ?", *Au nom de la qualité, quelle(s) qualité(s) demain, pour quelle(s) demande(s) ?*, Editions Enita, n°13, pp. 51-59.

### Articles published in refereed journals

1. Lara Agnoli, Jean-Marie Cardebat, Raul Compes, Magalie Dubois, Benoit Faye, Bernd Frick, Davide Gaeta, Eric Giraud-Héraud, Eric Le Fur, Florine Livat

3. Livat, F., & Remaud, H. (2019), Do wine judges give higher scores to wine made with less-known grape varieties?, *International Journal of Entrepreneurship and Small Business*, 44(2), 106-117.
4. Song, H., Livat, F., & Ye, S. (2019). Effects of terrorist attacks on tourist flows to France: Is wine tourism a substitute for urban tourism?. *Journal of Destination Marketing & Management*, 14, 100385.
5. Livat F., Alston J. & Cardebat J.-M. (2019), Do denominations of origin provide useful quality signals? The case of Bordeaux wines, *Economic Modelling*, 81 (September), 518-532, <https://doi.org/10.1016/j.econmod.2018.06.003>
6. Gergaud, O., Livat, F., & Song, H. (2018). Terrorism and Wine Tourism: The Case of Museum Attendance. *Journal of Wine Economics*, 13(4), November, 375-383.
7. Livat, F. & Remaud, H. (2018), Factors Affecting Wine Price Mark-up in Restaurants, *Journal of Wine Economics*, 13(2), 144-159, doi:10.1017/jwe.2018.18
8. Rickard, B. J., Gergaud, O., Ho, S. T., & Livat, F. (2017). Trade liberalization in the presence of domestic regulations: public policies applied to EU and US wine markets. *Applied Economics*, 1-20.
9. Gergaud, O., Livat, F., Rickard, B., & Warzynski, F. (2017). Evaluating the net benefits of collective reputation: The case of Bordeaux wine. *Food Policy*, 71, 8-16.
10. Renaud Lunardo & Florine Livat (2016), Congruency between colour and shape of the front labels of wine: Effects on fluency and aroma and quality perceptions, *International Journal of Entrepreneurship and Small Business*, 29(4), 528-541
11. Cardebat, J. M., & Livat, F. (2016), Wine experts' rating: a matter of taste?, *International Journal of Wine Business Research*, 28(1), 43-58.
12. Renaud Lunardo, Olivier Gergaud & Florine Livat (2015), Celebrities as human brands: an investigation of the effects of personality and time on celebrities' appeal, *Journal of Marketing Management*, 31(5-6), 685-712. DOI: 10.1080/0267257X.2015.1008548.
13. Pierre Mora & Florine Livat (2013), Does storytelling add value? The case of Bordeaux fine wines, *Wine Economics and Policy*, 2, 3-10.
- 14.

2. Bradley Rickard, Shuay-Tsyr Ho, Florine Livat & Abigail Okrent (2020), "Date labels, food waste, and implications for dietary quality", *Working paper Dyson School of Applied Economics and Management*, Cornell University, april, WP2020-01.
3. Olivier Gergaud, Victor Ginsburgh & Florine Livat (2016), Looking good and looking smart, *ECARES working paper* 2016-28.
4. Florine Livat & Hervé Remaud (2016), "Factors Impacting wine Price Mark-Ups in Restaurants", American Association of Wine Economists, *AAWE working paper* No. 195, April.
5. Olivier Gergaud, Florine Livat, Bradley Rickard & Frederic Warzynski (2016), "The Costs and Benefits of Collective Reputation: Who gains and who loses from generic promotion programs?", American Association of Wine Economists, *AAWE working paper* No. 189, January.
6. Anne Gombault, Catherine Morel et Florine Livat (2012), « Le mécénat de proximité. Questions pour la France », Le mécénat de proximité, *Cahier Espaces* n° 113, septembre, pp. 80-93, ed. Espaces.
7. Olivier Gergaud and Florine Livat (2010), "Collective Reputation Effects: An Empirical Appraisal", American Association of Wine Economists, *AAWE working paper* No. 73, November.
8. Olivier Gergaud and Florine Livat (2007), "How do Consumers use Signals to Assess Wine Quality?", American Association of Wine Economists, *AAWE working paper* No. 3, April.
9. Olivier Gergaud et Florine Livat (2004), "Team versus Individual Reputations: a Model of Interaction and some Empirical Evidence", *Cahiers de la Maison des Sciences Economiques*, série blanche, 2004.15.

#### **Communications published in conference proceedings**

1. AAWE American Association of Wine Economists : Ithaca, 2018 ; Padoue, 2017 ; Mendoza, 2015 ; Walla Walla, 2014 ; Stellenbosch, 2013 ; Princeton, 2012 ; Bolzano, 2011 ; Davis, 2010 ; Portland, 2008
2. ACEI Association for Cultural Economics International Conference : Montréal, 2014 ; Boston, 2008 ; Vienne, 2006 ; Chicago, 2004
3. ADAGE : Bordeaux, 2011
4. AFEP Association Française d'Economie Politique : Paris, 2014
5. AMS Academy of Marketing Science World Congress : Reims, 2011 (session in wine marketing)
6. ARWHM Alliance for Research on Wine & Hospitality Management New York, 2019 ; Lausanne 2018 ; Bordeaux 2017
7. AWBR Association for Wine Business Research : Adelaide, 2016 ; Geisenheim, 2014 ; Sienne, 2008 ; Montpellier, 2006
8. Bacchus in Bourgogne : Dijon, 2005
9. CAES Canadian Agricultural Economics Society : Montréal, 2017
10. Colloque (e?)-réputation : Troyes, 2013
11. CPP Culture et Politique / Culture, Politics, Policy : Lille, 2007
12. EARIE European Association for Research in Industrial Economics Conference : Berlin, 2004
13. ECCE1 First European Conference on Cognitive Economics : Gif-sur-Yvette, 2004

14. EEA Eastern Economic Association : New York, 2013
15. EEA European Economic Association Congress : Amsterdam, 2005
16. EPIP European Policy for Intellectual Property : Bordeaux, 2017
17. Gastronometrica : Bordeaux, 2006
18. I-CHLAR International Conference on Hospitality & Leisure Applied Research :  
Lausanne, 2013 (session in wine economics)
19. IIOC International Industrial Organization Conference : Boston, 2009
20. INFER International Network For Economic Research : Bordeaux, 2017
21. JMA Journées de Microéconomie Appliquée : Lille, 2004
22. Journées SFER-INRA de recherches en sciences sociales : Paris 2007
23. SFER Société Française d'Economie Rurale : Clermont-Ferrand, 2005
24. VDQS Vineyard Data Quantification Society : Collioure, 2008 ; Macerata, 2005 ; Dijon,  
2004 ; Budapest, 2003 ; Montpellier, 2002
25. Vins et Identités : Bordeaux, 2011

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