



David MENIVAL (Dr.)

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EXPERT PROFESSOR
DEPARTMENT: WINE & SPIRITS

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

EDUCATION AND DEGREES

- 2002 Master en Institutions-Organizations-Performance-Economics
- 2008 Doctorat en Sciences économiques , France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2015 - ... Director of the Champagne Sector (Crédit Agricole du Nord Est, Reims, France)

TEACHING

DISCIPLINARY TEAM

- Wine & Spirit Business (WS)

TEACHING LEVELS

- M Level

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Wine & Spirits

INVOLVEMENT IN SCHOOL'S ACTIVITIES

- Organisation of visits for BSB students
- Organisation of visits for BSB students
- Supervision of professional theses

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

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.

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.

Charters, S.J., Menival, D., Wine tourism in Champagne. *Journal of Hospitality & Tourism Research*, 2011, 35,(1): 102-118. **AERES**

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

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.

Book chapters

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.

Case studies

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

Papers in Academic Conferences

Ringeval-Deluze, A., Menival, D., Ditter, J.G., L'enjeu de la marque territoriale Champagne face aux changements des entrepreneurs institutionnels. *25th EuAWE Conference - European Association of Wine Economists*, May 23rd-25th 2018, Dijon, France.

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.

Menival, D., Fountain, J., The impact of New Zealand visitation on Chinese perceptions of New Zealand wine. *9th Academy of Wine Business Research Conference "Wine Business Research that Matters"*, February 17th-18th 2016, Adelaide, Australia.

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.

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.

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-Zealan.

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., Menival, D., The territorial brand in wine. *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.

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-Zealan.

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, Sienna, Italy.

Papers/digital media in professional journals

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).