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**EMERITUS PROFESSOR**  
**DEPARTMENT: WINE & SPIRITS**

**DISCIPLINARY TEAM:**  
**RESEARCH AXIS: WINE & SPIRITS**

## EDUCATION AND DEGREES

- 1979      Doctorate in Economics Université d'Orléans, Orléans, France

## WORK EXPERIENCE

## TEACHING

## SCIENTIFIC ACTIVITIES

### RESEARCH FOCUS

- Wine & Spirits

## INTELLECTUAL CONTRIBUTIONS

### Articles in peer refereed journals

Agnoli, L., Outreville, J-F., The role of behavioural antecedents in driving wine consumption in Taiwan restaurants. *Applied Economics*, 2024, 56,(34): 4086-4099. **CNRS 2, FNEGE 3, ABS 2, HCERES A**

- Le Fur, E., Outreville, J-F., Do vintage scores by regions matters? The case of French wine regions. *Applied Economics Letters*, 2022, 29,(14): 1243-1247. **CNRS 4, HCERES C**
- Le Fur, E., Outreville, J-F., Financial literacy, education and risk aversion: a survey of French students. *Managerial Finance*, 2022, 48,(9/10): 1530-1543. **CNRS 4, FNEGE 4, HCERES C**
- Le Fur, E., Outreville, J-F., The Willingness to Pay for Cider Products: Results of a Survey on Habits and Consumption Behavior. *Wine Business Journal*, 2022, 5,(1): 1-14.
- Outreville, J-F., The use of migration matrices to test the sustainability of the top ranked restaurants: a methodological note. *International Journal of Culture, Tourism and Hospitality Research*, 2022, 16,(1): 100-105.
- Outreville, J-F., Agnoli, L., Le Fur, E., Ranking Journals: The Best-Worst scaling approach applied to the field of wine economics. *Applied Economics*, 2022, 54,(15): 1688-1699. **CNRS 2, HCERES A**
- Outreville, J-F., Le Fur, E., La Gestion des risques liés aux changements climatiques dans le secteur du vin : une revue de la littérature. *Management International*, 2022, 26,(4): 231-239. **CNRS 3, FNEGE 2, HCERES A**
- Agnoli, L., Outreville, J-F., Wine consumption and culture: A cross-country analysis. *Applied Economic Perspectives and Policy (anc. Review of Agricultural Economics)*, 2021, 43,(3): 1101-1124. **CNRS 3, HCERES B**
- Carson, J.M., Chen, P-H., Outreville, J-F., Foreign Direct Investment and the Supply of Life Insurance in Emerging Countries. *Journal of Insurance Issues*, 2021, 44,(1): 38-64.
- Le Fur, E., Outreville, J-F., Grape Varieties: Is specialisation beautiful in the wine sector?. *International Journal of entrepreneurship and small business*, 2021, 44,(2): 118-137. **CNRS 4, FNEGE 4, HCERES C**
- Le Fur, E., Outreville, J-F., Hedonic approach to the determinants of the price of cider. *Applied Economics Letters*, 2021, 28,(19): 1712-1716. **CNRS 4, HCERES C**
- Le Fur, E., Outreville, J-F., Real Options and Reduction of Basic Risk of Index-Based Climate Agricultural Insurance. *Applied Economic Perspectives and Policy (anc. Review of Agricultural Economics)*, 2021, 43,(4): 1658-1671. **CNRS 3, HCERES B**
- Outreville, J-F., Insurance and foreign direct investment: a review (or lack) of evidence. *The Geneva Papers on Risk and Insurance - Issues and Practice*, 2021, 46,(2): 236-247. **CNRS 3, FNEGE 3, HCERES B**
- Outreville, J-F., Wine Consumption and Religions: A Research Note. *Beverages*, 2021, 7,(4).
- Agnoli, L., Outreville, J-F., Consumer Wine Closure Preferences. The Role of Gender, Price, and Cultural Background. *Journal of Wine Economics*, 2020, 15,(4): 412-421. **CNRS 3, HCERES B**
- Desrochers, J., Outreville, J-F., Perceived risk and insurance decision taking for small losses. *Journal of Risk Research*, 2020, 23,(4): 447-460.
- Outreville, J-F., Les principaux marchés mondiaux d'assurance. *Les Annales des Mines - Réalités Industrielles*, 2020, 1: 11-16.
- Outreville, J-F., Reputation and relative price positioning of small wineries in Québec, Canada. *International Journal of Wine Business Research*, 2020, 32,(2): 267-282. **CEREN COMPL. LIST**
- Outreville, J-F., Le Fur, E., Hedonic Price Functions and Wine Price Determinants: A Review of Empirical Research. *Journal of agricultural & food industrial organization*, 2020, 18,(2): 1-27. **CNRS 4, HCERES C**

Outreville, J-F., Le Fur, E., The Price of Cider: empirical analysis in Québec Province. *British Food Journal*, 2020, 122,(1): 87-98. **CEREN COMPL. LIST**

Le Fur, E., Outreville, J-F., Fine wine returns: a review of the literature. *Journal of Asset Management*, 2019, 20,(3): 196-214. **CNRS 4, FNEGE 4, HCERES C**

Outreville, J-F., Culture and Life Insurance Ownership: Is It an Issue?. *Journal of Insurance Issues*, 2018, 41,(2): 168-192.

Outreville, J-F., The largest financial groups from emerging economies: Location determinants of foreign affiliates and cultural differences. *International Journal of Emerging markets*, 2018, 13,(5): 1050-1069.

Outreville, J-F., Vintages and weather: a comparison between Bordeaux and burgundy. *Journal of Wine Research*, 2018, 29,(3): 220-224. [DOI: 10.1080/09571264.2018.1505604](https://doi.org/10.1080/09571264.2018.1505604)

Lecat, B., Le Fur, E., Outreville, J-F., Perceived risk and the willingness to buy and pay for “corked” bottles of wine. *International Journal of Wine Business Research*, 2016, 28,(4): 286-307. [dx.doi.org](https://dx.doi.org/)

Luciano, E., Outreville, J-F., Rossi, M., Life Insurance Ownership by Italian Households: A Gender-Based Differences Analysis (with E. Luciano and M. Rossi). *The Geneva Papers on Risk and Insurance - Issues and Practice*, 2016, 41,(3): 468-490. [10.1057/gpp.2016.7](https://doi.org/10.1057/gpp.2016.7) **CNRS 3, FNEGE 4, HCERES-ECO B, HCERES-GESTION B**

Outreville, J-F., Foreign affiliates of the multinational firms in the wine and spirits industry: location-specific advantages and cultural distance. *International Journal of Economics and Business Research*, 2016, 12,(4): 274-294.

Outreville, J-F., Desrochers, J., Perceived risk: an experimental investigation of consumer behavior when buying wine. *Journal of Consumer Behaviour*, 2016, 15,(6): 549-559. [onlinelibrary.wiley.com](https://onlinelibrary.wiley.com)

### **Book chapters**

Outreville, J-F., Postface. Martin Cloutier, L., Détolle, A., *La transformation du cidre au Québec. Perspective Écosystémique*, Québec: Presses de l'Université du Québec, 2017, 411-425.

### **Papers in Academic Conferences**

Agnoli, L., Outreville, J-F., How culture impacts consumption behavior for alcoholic beverages: a cross-country study. *Academy of Wine Business Research (AWBR) 2024 Conference*, July 9th-12th 2024, Vérone, Italy.

Agnoli, L., Georgantzis, N., Outreville, J-F., Pinate, A., The influence of human values on the consumption and choices of alcoholic beverages. *Wine and Spirits Economics Workshop*, June 9th 2022, Dijon, France.

Le Fur, E., Agnoli, L., Cloutier, M., Outreville, J-F., Synergies and complementarities between the beer and cider economics. *VIIth Beeronomics Conference*, June 20th-23rd 2022, Dublin, Irelande.

Outreville, J-F., Agnoli, L., Cloutier, M., Le Fur, E., The economics of wine, beer and cider: Identifying synergies and complementarities. *Academy of Wine Business Research Conference 2022*, July 5th-8th 2022, Dijon, France.

Outreville, J-F., Agnoli, L., Le Fur, E., Liquid Assets and Financial Literacy. *European Association for Wine Economists Conference (EuAWE)*, May 18th-21st 2022, Vila Real, Portugal.

Outreville, J-F., Agnoli, L., Le Fur, E., Liquid Assets and Financial Literacy. *Wine and Spirits Economics Workshop*, June 9th 2022, Dijon, France.

Outreville, J-F., Agnoli, L., Le Fur, E., Cloutier, M., The Economics of Wine, Beer and Cider: a common approach. *European Association for Wine Economists Conference (EuAWE)*, May 18th-21st 2022, Vila Real, Portugal.

Agnoli, L., Outreville, J-F., Perceived risk, gender behaviour and the effect of bottle closure type on consumer purchase decision and price expectations. *25th EuAWE Conference - European Association of Wine Economists*, May 23rd-25th 2018, Dijon, France.

Le Fur, E., Outreville, J-F., Attitude, Habits and the Willingness to Pay for Artisanal Cider. *25th EuAWE Conference - European Association of Wine Economists*, May 22nd-25th 2018, Dijon, France.

Outreville, J-F., Wine consumption and culture: A cross-country regression analysis. *25th EuAWE Conference - European Association of Wine Economists*, May 23rd-25th 2018, Dijon, France.

Outreville, J-F., Agnoli, L., The macroeconomics of wine consumption and culture: A cross-country analysis. *INFER-INSEEC-AAWE-LAREFI Workshop on Wine Macroeconomics And Finance*, November 29th-30th 2018, Lyon, France.

Outreville, J-F., Consumer Behavior: an experimental investigation of risk taking when buying wine. *American Association of Wine Economists Annual Meeting*, June 21st-26th 2016, Bordeaux, France.

Outreville, J-F., Does the Market Structure of Grape Varieties Impact Exports Performance? . *European Association of Wine Economics, Enometrics XXIII*, May 25th-28th 2016, Colmar, France.

Outreville, J-F., Does the Market Structure of Grape Varieties Impact Exports Performance?. *1st International Workshop on Innovations and the Wine Industry*, January 21st-22nd 2016, Montpellier , France.

Outreville, J-F., Macroeconomic issues and fallacies on vintages. *European Association of Wine Economics, Enometrics XXIII*, May 25th-28th 2016, Colmar, France.

Outreville, J-F., Carson, J., Chen, P., Foreign Direct Investment and the Supply of Life Insurance in Developing Countries. *Internationale Jahrestagung, Deutscher Verein für Versicherungswissenschaft*, March 10th-11th 2016, Vienna, Austria.

Hilliard, J.I., Outreville, J-F., The Demand for Cash Balances by P/L Insurance Companies during the Financial Crisis. *World Risk and Insurance Economics Congress (WRIEC)*, August 2nd-6th 2015, Munich, Germany.

Lecat, B., Le Fur, E., Outreville, J-F., Consumer Risk Perception of Corked Wines. *22nd Annual Conference VDQS*, May 27th-30th 2015, Brno, Tzeck (The Republic).

Outreville, J-F., Uncertainty, Ambiguity and Conflict: an experimental investigation of consumer behavior and demand; Risk-taking when buying wine. *WRIEC meeting* , August 2nd-6th 2015, Munich, Germany.

### **Working papers**

Outreville, J-F., Le Fur, E., L'éducation financière en France. *Working Paper*, 2021. [10.13140RG.2.2.16250.31684](https://doi.org/10.13140/RG.2.2.16250.31684)

Outreville, J-F., Wine Production in Quebec : a restatement. *AAWE (American Association of Wine Economists)*, 2017, 209: 1-21.

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

Outreville, J-F., Why Choose an Insurance Carrier? A comment. *Insurance Economics*, 2015, 72(1-3): 8-10.

## **Press tribunes**

Outreville, J-F., Le Fur, E., Agnoli, L., Cloutier, M., Marchés du vin, de la bière et du cidre : des frontières de plus en plus floues. *The Conversation*, September 15th 2022, [theconversation.com](https://theconversation.com)

Cardebat, J-M., Le Fur, E., Outreville, J-F., Gel : comment mieux assurer les viticulteurs ?. *The Conversation*, April 18th 2021, [theconversation.com](https://theconversation.com)