



**Lara AGNOLI (PhD)**

29, rue Sambin  
BP 50608  
21006 Dijon Cedex

✉ [lara.agnoli@bsb-education.com](mailto:lara.agnoli@bsb-education.com)

**ASSOCIATE PROFESSOR**

**DEPARTMENT: WINE & SPIRITS**

**HEAD OF DEPARTEMENT**

**DISCIPLINARY TEAM: WINE & SPIRIT BUSINESS (WS)**

**RESEARCH AXIS: WINE & SPIRITS**

## EDUCATION AND DEGREES

- 2010 PhD in Economics University of Florence, Italy
- 2006 MSc. in International Economics University of Verona, Italy
- 2005 B.Sc. in International Business Studies University of Verona, Italy

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 2016 - ... Associate Professor at the School of Wine and Spirits Business (Burgundy School of Business)

## TEACHING

### DISCIPLINARY TEAM

- Wine & Spirit Business (WS)

### TEACHING LANGUAGES

- English
- Italian

## SCIENTIFIC ACTIVITIES

## **RESEARCH FOCUS**

- Wine & Spirits

## **RESEARCH INTERESTS**

- Economy (Agriculture, Économie de l'environnement)
- Marketing & Communication (Recherche consommateurs)

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

- 2022 Doctoral Thesis in Sustainable Management of Agricultural, Forestry and Food Resources - Cycle XXXV University of Florence

## **RESEARCH ACTIVITIES**

### **International, National or Regional Research Projects**

- 2019 - 2024 IPM Decisions H2020
- 2019 - 2023 PrimeWater H2020
- 2018 - 2020 Research project "Consumers preferences towards premium rum labelling", funded by Compagnie des Indes
- 2013 - 2015 Joint Project, University of Verona and Ass.Im.P., 'New models for the assessment of visitor well-being: establishment of a permanent marketing observatory 'To Be Verona. The Italian Lifestyle Taste' to survey the perception of Verona in the world' University of Verona
- 2013 - 2015 Rural Development Program, Measure 124, 'New Methodologies for the Evaluation of CO2 Emissions Reduction in the Wine Regions in a Perspective of Economic and Market Sustainability' University of Verona
- 2009 - 2011 Rural Development Program, Measure 124, 'The Value of Territorial Native Wines in Veneto Region' University of Verona

## **PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS**

### **Reviewing of articles**

- 2023 - ... Applied Economics Applied Economics
- 2020 - ... Food Quality and Preference Food Quality and Preference
- International Journal of Globalisation and Small Business
- 2023 - ... Journal of Wine Economics Journal of Wine Economics
- 2018 - ... PLOS One PLOS One
- 2018 - 2108 Journal of Behavioral and Experimental Economics
- 2018 - 2019 Food Policy
- 2016 - 2018 British Food Journal
- 2018 conference European Association of Wine Economists
- 2015 - 2018 International Journal of Wine Business Research International Journal of Wine Business Research
- 2017 - 2018 Journal of International Food & Agribusiness Marketing

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

### **Affiliation to international or national associations**

- 2020 - ... Board Member European Association of Wine Economists
- 2022 - ... Board Member Academy of Wine Business Research

### **Coordination or participation of a conference organisation**

- 2022 2022 Conference of the AWBR Academy of Wine Business Research
- 2021 Virtual Conference AWBR 2021 Academy of Wine Business Research
- 2018 Organisation of the European Association of Wine Economists conference

### **VISITING RESEARCH FELLOW**

- 2014 Visiting researcher at the Queen's University Belfast Queen's University Belfast
- 2012 - 2013 Visiting researcher at the Queen's University Belfast Queen's University Belfast

### **AWARD DISTINCTIONS**

- 2018 Award for best presentation by a young researcher, 25th Annual Conference EuAWE European Association of Wine Economists
- 2015 Highly commended paper award, 8 th Annual Conference of the Euromed Academy of Business Euromed Academy of Business

### **OTHER**

- 2022 AWBR2022 Industry day AWBR2022 Industry day

## **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*, 2023. **CNRS 2, FNEGE 3, HCERES A (published on line)**

Agnoli, L., Urquhart, E., Georgantzis, N., Schaeffer, B., Simmons, R., Hoque, B., Neely, M.B., Neil, C., Oliver, J., Tyler, A., Perspectives on user engagement of satellite Earth observation for water quality management. *Technological Forecasting and Social Change*, 2023. **CNRS 2, FNEGE 2, HCERES A (published on line)**

Agnoli, L., Charters, S.J., The Alcohol Consumption of Wine Drinkers with the Onset of Covid-19. *Food Quality and Preference*, 2022, 98. **CEREN COMPL. LIST**

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**

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**

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**

Dubois, M., Agnoli, L., Cardebat, J-M., Compés, R., Faye, B., Frick, B., Gaeta, D., Giraud-Héraud, E., Le Fur, E., Livat, F., Malorgio, G., Masset, P., Meloni, G., Pinilla, V., Rebelo, J., Rossetto, L., Schamel, G., Simon-Elorz, K., Did wine consumption change during the COVID-19 lockdown in France, Italy, Spain and Portugal?. *Journal of Wine Economics*, 2021, 16,(2): 131-168. **CNRS 3, HCERES B**

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**

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**

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.

Agnoli, L., Boeri, M., Scarpa, R., Capitello, R., Begalli, D., Behavioural patterns in Mediterranean-style drinking: Generation Y preferences in alcoholic beverage consumption. *Journal of Behavioral and Experimental Economics*, 2018, 75: 117-125. **CNRS 4, HCERES C**

De Salvo, M., Signorello, G., Cucuzza, G., Begalli, D., Agnoli, L., Estimating preferences for controlling beach erosion in Sicily. *Aestimum*, 2018, 72: 27-38.

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.

De Salvo, M., Begalli, D., Capitello, R., Agnoli, L., Tabouratzi, T., Determinants of Winegrowers' Profitability: Evidence from an Eastern Europe wine region. *EuroMed Journal of Business*, 2017, 12,(3): 300-315.[doi.org](https://doi.org/10.1108/EJBS-03-2017-0015)

Agnoli, L., Capitello, R., Begalli, D., Behind intention and behaviour: factors influencing wine consumption in a novice market. *British Food Journal*, 2016, 118,(3): 660-678.

Agnoli, L., Capitello, R., De Salvo, M., Longo, A., Boeri, M., Food fraud and consumers' choices in the wake of the horsemeat scandal. *British Food Journal*, 2016, 118,(8): 1898-1913.

Agnoli, L., De Salvo, M., Capitello, R., Assessment of climate change impacts on wine industry: A micro-scale Ricardian analysis. *Quality – Access to Success*, 2015, 16,(S1): 228-236.

Capitello, R., Agnoli, L., Begalli, D., Chinese Import Demand for Wine: Evidence from Econometric Estimations. *Journal of Wine Research*, 2015, 26,(2): 115-135.

Capitello, R., Agnoli, L., Begalli, D., Determinants of consumer behaviour in novice markets: the case of wine. *Journal of Research in Marketing and Entrepreneurship*, 2015, 17,(1): 110-126.

Capitello, R., Agnoli, L., Begalli, D., Drivers of high-involvement consumers' intention to buy PDO wines: Valpolicella PDO case study. *Journal of the Science of Food and Agriculture*, 2015, 96,(10): 3407-3417.

Agnoli, L., Capitello, R., Begalli, D., Geographical brand and country-of-origin effects in the Chinese wine import market. *Journal of Brand Management*, 2014, 21,(7-8): 541-558. **CNRS 4, FNEGE 4, AERES C**

Capitello, R., Agnoli, L., Begalli, D., Codurri, S., Social media and corporate brand visibility in the wine industry: lessons from an Italian case study. *Euromed Journal of Business*, 2014, 9,(2): 129-148.

Capitello, R., Agnoli, L., Begalli, D., A new approach to the analysis of visitor perceptions towards a tourism destination: the role of food and wine experiences. *Scientific Series Papers Management, Economic, Engineering in Agriculture and Rural Development*, 2013, 13,(1): 57-64.

Capitello, R., Begalli, D., Agnoli, L., New consumption patterns for alcoholic beverages: values system, product attributes and preferences. *Rivista di Studi sulla Sostenibilità*, 2012, 3,(2): 15-45.

Capitello, R., Begalli, D., Agnoli, L., New consumption patterns for alcoholic beverages: values system, product attributes and preferences. *Rivista di Studi sulla Sostenibilità*, 2012, 3,(2): 15-45.

Capitello, R., Begalli, D., Agnoli, L., Package styles in wine marketing: a case study of Valpolicella wines. *Scientific Series Papers Management, Economic, Engineering in Agriculture and Rural Development*, 2012, 12,(2): 29-34.

Agnoli, L., Begalli, D., Capitello, R., Generation Y's perception of wine consumption: A discrete choice experiment on consumption situations in a traditional wine-producing region. *International Journal of Wine Business Research*, 2011, 23,(2): 176-192.

Begalli, D., Agnoli, L., Codurri, S., Preferenze dei consumatori per i vini a denominazione di origine: un'analisi qualitativa nella realtà del Veneto. *Economia & Diritto Agroalimentare*, 2009, XIV,(2): 111-124.

### **Book chapters**

Tavilla, V., Agnoli, L., Charters, S.J., Raconte-moi une histoire de terroir : évaluer l'importance des signes de terroir aux yeux des Millennials. Yengué, J-L., Stengel, K., *Terroir viticole: espace et figures de qualité*, Tours: Presses Universitaires François Rabelais, 2020, 207-224.

Cogan-Marie, L., Agnoli, L., Blanck, J.L., Importance of tasting room activities and staff training in emerging wine regions: the case of Northern Virginia. Sigala, M., Robinson, R.N.S., *Wine Tourism Destination, Management and Marketing, Volume 2. Theory and Cases*. 1st ed., Basingstoke: Palgrave Macmillan, 2019, 497-513.

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.

Capitello, R., Agnoli, L., Begalli, D., Traditional wine regions between online communication and product orientation. A case study from Italy. *Successful Social Media & Ecommerce Strategies in the Wine Industry*, New York: Palgrave, 2016, 30-54.

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.

Capitello, R., Agnoli, L., Confente, I., Benvenuti, P., Piscolla, I., Città del Vino: A National effort to promote wine tourism in Italy. *Best Practices in Global Wine Tourism*, New York: Miranda Press, 2016, 119-136.

Begalli, D., Capitello, R., Agnoli, L., Territorial-based marketing strategies for typical agro-food products: Issues and perspectives. *Agricultural management strategies in a changing economy*, Hershey: IGI Global, 2015, 30-51.

Agnoli, L., Il sistema agroalimentare veronese. *L'agricoltura veronese tra competitività, innovazione e sostenibilità*, Verona: Accademia di Agricoltura Scienze e Lettere di Verona, 2014, 393-412.

Capitello, R., Agnoli, L., Begalli, D., Asian growing markets and competition: evidence in the Chinese wine market. *The Globalization of Chinese Business. Implications for multinational investors*, Oxford: Elsevier, 2014, 265-291.

Capitello, R., Agnoli, L., Galati, A., Begalli, D., Crescimanno, M., Business-to-business service quality assessment in professional wine events: the case of Vinitaly. *Food and wine events in Europe. A stakeholder approach*, London: Routledge, 2014, 110-124.

### **Papers in Academic Conferences**

Agnoli, L., Annunziata, A., Vasileiou, E., Georgantzis, N., The role of behavioural antecedents and consumption occasions in green innovation acceptance: the case of wine in can. *European Association of Wine Economists Conference (EuAWE) 2023*, May 27th-31st 2023, Chania, Greece.

Basile, T., Agnoli, L., Georgantzis, N., Forleo, L.R., Perniola, R., Regenerative Viticulture: ready or not?. *44th World Congress of Vine and Wine*, June 5th-9th 2023, Cadiz/Jerez, Spain.

Charters, S.J., Agnoli, L., Drinking the wines of our ancestors: An invention of tradition in Northern Italy. *2023 Academy of Wine Business Research (AWBR) Conference*, July 11th-14th 2023, Wolfville, Canada.

Charters, S.J., Agnoli, L., The cultural context of consumers' sustainability experience. *2023 Academy of Wine Business Research (AWBR) Conference*, July 11th-14th 2023, Wolfville, Canada.

Dubois, M., Agnoli, L., Georgantzis, N., Charters, S.J., Tisserand, J-C., Impact of Education and Group on Performance in Blind Tastings, an Experimental Approach. *European Association of Wine Economists Conference (EuAWE) 2023*, May 27th-31st 2023, Chania, Greece.

Tataridas, A., Mosquera Losada, M.R., Travlos, I., Ramos Garcia, M., Sousa, J.P., Fountas, S., Agnoli, L., Brinks, H., Simic, M., Brankov, M., Dragicevic, V., Freitas, H., Good-Agroecology for weeds: Building an Agroecological ween Management Network. *AGROECOLOGY EUROPE FORUM 2023. Converging Movements for Resilient Food Systems*, November 16th-18th 2023, Gyöngyös, Hungary.

Agnoli, L., Charters, S.J., Georgantzis, N., Tisserand, J-C., The role of risk attitude on old wines purchase decisions. *Wine and Spirits Economics Workshop*, June 9th 2022, Dijon, France.

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.

Cardebat, J-M., Agnoli, L., Joseph, R., Bizot, J-Y., The world of Wine Business after COVID-19. *Academy of Wine Business Research Conference 2022*, July 5th-8th 2022, Dijon, France.

Georgantzis, N., Agnoli, L., Vasileiou, E., Emotions in Wine and Spirits consumption. *183rd Seminar of the European Association of Agricultural Economics*, September 8th-9th 2022, Zagreb, Croatia.

Kazlouskaya, M., Bocin-Dumitriu, A., Van Duivenbode, L., Spyrakos, E., Tiit, K., Georgantzis, N., Agnoli, L., Cillero, C., European and International Policy Drivers in Water Scenarios for Copernicus Exploitation. *73rd International Astronautical Congress*, September 18th-22nd 2022, Paris, 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, Ireland.

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.

Vasileiou, E., Georgantzis, N., Agnoli, L., The role of feelings in alcohol consumption. Insights from Italy. *European Association for Wine Economists Conference (EuAWE)*, May 18th-21st 2022, Vila Real, Portugal.

Agnoli, L., Charters, S.J., The effect of the COVID-19 crisis on the wine consumption of elite professional wine consumers. *Wine Marketing Research Symposium*, November 25th 2021, Montpellier, France.

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., 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.

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.

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.

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.

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.

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.

Blanck, J., Cogan-Marie, L., Agnoli, L., Wine Tourism and Staff Training in a Novice Wine Region: the Case of Northern Virginia. *10th Academy of Wine Business Research Conference*, July 26th-28th 2017, Sonoma, United States.

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.

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.

Boeri, M., Brown, H., Longo, A., Agnoli, L., De Salvo, M., The monetary value of meat authenticity and food safety in ready to heat lasagne: implications of the 'Horse Meat Scandal' across Europe. *8th Annual Conference of the Euromed Academy of Business "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment"*, September 16th-18th 2015, Verona, Italy.

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.

Capitello, R., Agnoli, L., Begalli, D., The contribution of personal values in explaining consumer utility. *7th Annual Conference of the Euromed Academy of Business "The Future of Entrepreneurship"*, September 18th-19th 2014, Kristiansand, Norway.

Capitello, R., Agnoli, L., Begalli, D., Understanding the wine consumption behaviour of Generation Y in Italy. *8th Academy of Wine Business Research International Conference*, June 28th-30th 2014, Geisenheim, Germany.

Agnoli, L., Capitello, R., Begalli, D., Factors influencing the decision-making process of the new wine consumers. *6th Annual Conference of the EuroMed Academy of Business. Confronting Contemporary Business Challenges through Management Innovation*, September 23rd-24th 2013, Estoril, Portugal.

Capitello, R., Begalli, D., Agnoli, L., Tourism experiences and wine experiences: a new approach to the analysis of the visitor perceptions for a destination. The case of Verona. *7th Academy of Wine Business Research International Conference*, June 12th-15th 2013, Catharines, Canada.

Capitello, R., Begalli, D., Agnoli, L., Is cellar door an opportunity for bag-in-box? A consumer preferences analysis in the Italian wine market. *5th Annual Conference of the EuroMed Academy of Business "Building New Business Models For Success Through Competitiveness and Responsibility"*, October 4th-5th 2012, Glion-Montreux, Switzerland.

Agnoli, L., Begalli, D., Capitello, R., How do values influence the consumer utility for wine and the other alcoholic beverages? A focus on Generation Y preferences and consumption situations. *Enometrics XVIII*, May 18th-20th 2011, Angers, France.

Agnoli, L., Begalli, D., Capitello, R., Values, Consumption Situations and Wine Choice Behaviour. *6th Academy of Wine Business Research International Conference*, June 9th-11th 2011, Bordeaux, France.



Agnoli, L., Begalli, D., Codurri, S., Consumer Emotion and Preferences: An Empirical Analysis in two Italian Denomination of Origin Wines. *Enometrics XVI*, May 21st-23rd 2009, Namur, Belgium.

Capitello, R., Agnoli, L., Development of Strategic Options for Italian Wine Cooperatives through a New Membership Integration Pattern. *113th Seminar of the European Association of Agricultural Economists "A resilient European food industry and food chain in a challenging world"*, September 3rd-6th 2009, Chania, Greece.

Capitello, R., Agnoli, L., Internationalization options for agri-food cooperatives: the case of Veronese wine growers' cooperatives. *105th Seminar of European Association of Agricultural Economists (EAAE) "International Marketing and International Trade of Quality Food Products"*, March 8th-10th 2007, Bologna, Italy.

### **Invited keynote speeches**

Agnoli, L., Effetti socio-economici dall'applicazione di nuovi genotipi in viticoltura: Le attività sviluppate in Shield4Grape, dal produttore al consumatore. *Shield4Grape Breeding and integrated pest management strategies to reduce reliance on chemical pesticides in grapevine*, February 23rd 2024, Grinzane Cavour (CN), Italy.

Georgantzis, N., Vasileiou, E., Agnoli, L., The role of emotions in Wine, Beer and Spirits Consumption. *Seminar Series of the Agri-Food Economics and Marketing unit of the School of Agriculture Policy and Development*, January 26th 2023, Reading, United Kingdom.

Agnoli, L., H2020 PrimeWater End Users. *Virtual GEO AquaWatch Community Workshop*, March 21st-24th 2022, Online, Other countries.

Agnoli, L., Il vino biologico: Mercati a confronto. *Conférence "La filiera del vino biologico dal reperimento fondi all'etichettatura" organised by Verona Province and Veneto Region.*, December 15th 2017, Verone, Italy.

Capitello, R., Agnoli, L., Begalli, D., Wine and young people: How, where, when and why?. *5th Annual Conference of the American Association of Wine Economists*, June 22nd-25th 2011, Bolzano, Italy.

### **Working papers**

Outreville, J-F., Agnoli, L., Le Fur, E., What are the major journals for wine economists?. *AAWE Working Papers*, 2020.

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

Agnoli, L., Vasileiou, E., Georgantzis, N., La gestion agroécologique des mauvaises herbes, un levier pour l'agriculture durable. *The Conversation*, 2024.

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.

### **Press tribunes**

Basile, T., Georgantzis, N., Agnoli, L., Perniola, R., Viticoltura Rigenerativa: Come applicarla. // *Corriere Vinicolo*, June 17th 2022

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)

### **Research seminars**

Georgantzis, N., Charters, S.J., Agnoli, L., Dubois, M., Vasileiou, E., Evaluating risky wines: the role of knowledge and risk aversion, *Workshop Granem "Risque & consommation et production de vin : quel apport des approches expérimentales ?"*, December 14th 2023, Angers, France.

### **Interviews**

Fontaine, M., Agnoli, L., Tristan Jegun, fier d'être « vraqueur ». *JAMAG*, June 16th 2021, [www.jamag.fr](http://www.jamag.fr)

### **Blog**

Agnoli, L., Georgantzis, N., Determinants of the adoption of EO-based technologies for water quality monitoring and forecasting: An analysis of end users' needs. *Blog PrimeWater Website*, March 31st 2022, [www.primewater.eu](http://www.primewater.eu)

### **Other contributions**

Agnoli, L., Chair of the Parallel Session V – Consumers (European Association of Wine Economists Conference (EuAWE) 2023, May 27th-31st 2023, Chania, Greece), 2023, France.

Charters, S.J., Agnoli, L., Velikova, N., 12th International Conference of the Academy of Wine Business Research Conference Proceedings, 2021, France.

Outreville, J-F., Agnoli, L., Le Fur, E., Ranking of Journals by Wine Economists (EuAWE Communication), *EuAWE Communication*, 2020, France.