



Magalie DUBOIS (Dr.)

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ASSISTANT PROFESSOR

DEPARTMENT: WINE & SPIRITS

HEAD OF BACHELOR WINE TOURISM TRACK

DISCIPLINARY TEAM: WINE & SPIRIT BUSINESS (WS)

RESEARCH AXIS: WINE & SPIRITS

EDUCATION AND DEGREES

- 2011 Double diploma PGE + MAIB Rennes School of Business, Rennes, France
- 2023 Ph.D in Economics University of Bordeaux, Bordeaux, France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2016 - 2019 Export Manager (Cudié, Barcelona, Spain)
- 2012 - 2015 Export Manager (Fromi, Brussels, Belgium)

TEACHING

DISCIPLINARY TEAM

- Wine & Spirit Business (WS)

TEACHING LEVELS

- L and M Level

TEACHING LANGUAGES

- English
- Spanish
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Wine & Spirits

RESEARCH INTERESTS

- Economy (Économie comportementale): Wine
- Economy (Economie expérimentale)
- Marketing & Communication (Recherche consommateurs)

DOCTORATE-PHD SUPERVISION/CO SUPERVISION/JURYS

- 2025 Los Sistemas de Control de Gestión como Mecanismo de Eficiencia en la Salud
Universidad de Valencia
- 2024 Sostenibilidad Ambiental en la Industria Vitivinícola Española: un Análisis
Multidimensional Universidad Castilla la Mancha

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS

Reviewing of articles

- Evaluatrice Journal of Behavioral and Experimental Economics

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC ASSOCIATIONS OR NETWORK

Affiliation to international or national associations

- Membre AAWE (American Association of Wine Economists)

OTHER

- Board member European Association of Wine Economists
- 2024 - today Board member AMMEV
- 2025 EuAWE Conference EuAWE
- 2024 World Congress - Technical visit OIV
- 2022 Papers evaluation for the special edition of the Journal of Wine Research Association of Wine Business Research (AWBR)

INVOLVEMENT IN SCHOOL'S ACTIVITIES

- Participation in / presentation during a research seminar organised at BSB
- Organisation / participation in company events (career day, company forum)
- Participation in / presentation during a research seminar organised at BSB

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Costanigro, M., Dubois, M., Gracia, A., Cardebat, J-M., The Information Value of Geographical Indications. *Food Policy*, 2025, 130. **CNRS 3, FNEGE 3, ABS 3, HCERES B**

Dubois, M., Georgantzis, N., Cardebat, J-M., External Evaluations under Quality Uncertainty: the Market for Wine Ratings : Information Dynamics in the Wine Market. *Wine Economics and Policy*, 2025. **CEREN COMPL. LIST (published on line)**

Sigurdsson, V., Larsen, N.M., Folwarczny, M., Dubois, M., Fagerstrøm, A., Putting an Artificial Intelligence-Generated Label on It Comes Naturally. *Psychology and Marketing*, 2025, 42,(2): 579-599. **CNRS 3, FNEGE 2, ABS 3, HCERES A**

Bazen, S., Cardebat, J-M., Dubois, M., The role of customer and expert ratings in a hedonic analysis of French red wine prices: from gurus to geeks?. *Applied Economics*, 2024, 56,(46): 5513-5529. **CNRS 2, FNEGE 3, ABS 2, HCERES A**

Visalli, M., Dubois, M., Schlich, P., Ric, F., Cardebat, J-M., Georgantzis, N., A dataset on the sensory and affective perception of Bordeaux and Rioja red wines collected from French and Spanish consumers at home and international wine students in the lab. *Data in Brief*, 2023, 46.

Visalli, M., Dubois, M., Schlich, P., Ric, F., Cardebat, J-M., Georgantzis, N., Relevance of free-comment to describe wine temporal sensory perception: An application with panels varying in culture and expertise. *Food Quality and Preference*, 2023,(105). **CEREN COMPL. LIST**

Visalli, M., Mahieu, B., Dubois, M., Schlich, P., Hedonic valence of descriptive sensory terms as an indirect measure of liking: A preliminary study with red wines. *Food Quality and Preference*, 2023, 108. **CEREN COMPL. LIST**

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**

Papers in Academic Conferences

Dubois, M., Mateu, G., Cardebat, J-M., Consumer price expectation: an experimental approach. *4th EuAWE Conference*, May 14th-17th 2025, Zaragoza, Spain.

Biot Paquerot, G., Dubois, M., Investigating the Dynamics of Wine Stress and Cognitive Dissonance in Wine-Lovers' Communities: An On-Going Experimental Economics Approach. *ICTO 2024: The 8th International Conference on Technologies in Organization "Augmented Intelligence for Smarter Societies"*, June 25th-28th 2024, Paris, France.

Biot Paquerot, G., Dubois, M., Œnostress vs. Technostress : communautés et plateformes numériques d'amateurs de vin. *29ème Conférence de l'AIM*, May 27th-29th 2024, Montpellier, France.

De Nicolo, G., Dubois, M., Which Wines Deserve a Medal? A Rating System Design for Wine Competitions. *3rd Conference of the European Association of Wine Economists (EuAWE)*, June 11th-14th 2024, Lecce, Italy.

Dubois, M., Balogh, J.M., Goldstein, R., Characteristics of Natural Wine Producers. *3rd Conference of the European Association of Wine Economists (EuAWE)*, June 11th-14th 2024, Lecce, Italy.

Dubois, M., Goldstein, R., What is natural Wine? Alternative ways to define an elusive market. *16th Annual Conference of the American Association of Wine Economists (AAWE)*, July 1st-5th 2024, Lausanne, Swiss.

Goldstein, R., Dubois, M., What is Natural Wine? A framework for an economic definition, with evidence from wine producers. *3rd Conference of the European Association of Wine Economists (EuAWE)*, June 12th-14th 2024, Lecce, Italy.

Goldstein, R., Dubois, M., What is natural wine?. *Academy of Wine Business Research (AWBR) 2024 Conference*, July 9th-12th 2024, Vérone, Italy.

Lee, K., Dubois, M., Balogh, J.M., Exploring a retailing strategy for small wineries: Comparing Bordeaux and Napa Valley. *16th Annual Conference of the American Association of Wine Economists (AAWE)*, July 1st-5th 2024, Lausanne, Swiss.

Passebois Ducros, J., Liang, Y., Dubois, M., Cardebat, J-M., Laithier, J., Visalli, M., Do Awards Reflect Consumers' Taste?. *3rd Conference of the European Association of Wine Economists (EuAWE)*, June 11th-14th 2024, Lecce, Italy.

Sigurdson, V., Folwarczny, M., Magne Larsen, N., Fagerstrøm, A., Dubois, M., Selling organic wine online: put a label on it... any label. *Academy of Wine Business Research (AWBR) 2024 Conference*, July 9th-12th 2024, Vérone, Italy.

Biot Paquerot, G., Dubois, M., Winestress vs. Technostress: communities and wine appreciation digital platforms. *44th World Congress of Vine and Wine*, June 5th-9th 2023, Cadiz/Jerez, Spain.

Dubois, M., Wine perceived value: an experimental approach. *SEET 2023 Workshop "Southern Europe Experimental Team's Meeting"*, February 2nd-3rd 2023, Valence, Spain.

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.

Goldstein, R., Dubois, M., What is natural wine?. *European Association of Wine Economists Conference (EuAWE) 2023*, May 27th-31st 2023, Chania, Greece.

Cardebat, J-M., Dubois, M., Ric, F., Vissali, M., Informational value of peers and experts' ratings on perceived quality. *Wine and Spirits Economics Workshop*, June 9th 2022, Dijon, France.

Dubois, M., AI & Wine - Recommendation in action. *11th International Seminar on Viticulture and Enology*, April 20th 2022, Xianyang, China.

Dubois, M., The value of peers and experts information . *14th Annual Conference of the American Association of Wine Economists*, August 24th-28th 2022, Tbilissi, Georgia.

Dubois, M., The value of wine quality information to consumers. *DWV International Congress - 2nd Wine Graduates' Forum (online)*, April 11th-13th 2022, Other countries.

Dubois, M., Cardebat, J-M., Ric, F., Visalli, M., Informational value of peers' and experts' ratings on perceived quality: stated and revealed preference of wine consumers in a non-hypothetical home use test setting (Extended Abstract). *Academy of Wine Business Research Conference 2022*, July 5th-8th 2022, Dijon, France.

Dubois, M., Cardebat, J-M., Ric, F., Visalli, M., Informational value of peers' and experts' ratings on perceived quality: stated and revealed preference of wine consumers in a non-hypothetical home use

test setting. *European Association for Wine Economists Conference (EuAWE)*, May 18th-21st 2022, Vila Real, Portugal.

Dubois, M., Cardebat, J-M., Ric, F., Visalli, M., Informational value of peers' and experts' ratings on perceived quality: stated and revealed preference of wine consumers in a non-hypothetical home use test setting. *Wine Economics & Business Symposium*, November 30th-December 1st 2022, Bordeaux, France.

Papers/digital media in professional journals

Dubois, M., 6 bonnes résolutions pour mieux vendre ses vins en 2023. *Vitisphere*, 2023.www.vitisphere.com

Stefano, C., Dubois, M., En l'absence de consensus scientifique, pourquoi prôner l'abstinence ?. *Vitisphere*, 2023.www.vitisphere.com

Dubois, M., Natural Wine: Entering the French Mainstream?. *Meininger's Wine Business International*, 2022.www.wine-business-international.com

Press tribunes

Cardebat, J-M., Dubois, M., L'œnotourisme : pour les vignerons, entre évidence et obligation économiques. *The Conversation*, October 21st 2024,theconversation.com

Dubois, M., Depetris Chauvin, N., Pinède, A., Pourquoi vous ne trouverez pas de vin suisse chez le caviste. *The Conversation*, August 14th 2024

Dubois, M., Castriota, S., En l'absence de consensus scientifique, pourquoi prôner l'abstinence ?. *Vitisphere*, September 17th 2023,www.vitisphere.com

Dubois, M., Quelle est l'origine de l'éducation à la dégustation du vin . *The Conversation*, February 13th 2022,theconversation.com

Dubois, M., Chapuis, C., Jacquet, O., L'œnologie, une discipline en constante évolution. *The Conversation*, August 3rd 2022,theconversation.com

Dubois, M., Joseph, R., Pariseau, F., Le vin nature est-il le futur de l'industrie vitivinicole ?. *The Conversation*, August 25th 2022,theconversation.com

Dubois, M., Rigaux, C., Gerbal-Medalle, F., Oenotourisme durable, quels défis pour la France ?. *The Conversation*, November 8th 2022,theconversation.com

Research seminars

Dubois, M., Economics and Marketing of "Natural" Claims, Geographic Indicators, and Related Credence Attributes of Wine , *Séminaire à l'University of California Davis*, February 22nd 2024, Davis (California), United States.

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.

Professional conferences

Dubois, M., Orientations et stratégies d'avenir sur les marchés. *Webinaire anniversaire des 25 ans du site Vitisphère et des 35 ans de la revue La Vigne : "Les enjeux commerciaux et techniques de la filière vin de demain"*, April 17th 2025, Online, France.

Dubois, M., New trends in the wine industry: Threats or opportunities for Swiss vineyards?. *Swiss Wine Day*, June 20th 2024, Genève, Swiss.

Dubois, M., Le marché de l'évaluation du vin . 21ème édition *Les vinitiques : Digital et influenceurs : qui seront demain les nouveaux gourous du vin ?*, November 8th 2022, Bordeaux , France.

Interviews

Dubois, M., Sur le vin et la santé, "la science doit-elle se plier à des positions préétablies ou doit-elle conserver sa liberté ?". *Vitisphere*, April 14th 2025, www.vitisphere.com

Dubois, M., Intégrer les coûts de déplacement export dans le tarif des vins est un prérequis. *Vitisphere*, May 8th 2024, www.vitisphere.com

Dubois, M., Is there value in Wine Competitions?. *Vinimark Webinar Series*, September 5th 2024, www.youtube.com

Dubois, M., Miser sur les vins rouges à boire frais. *Réussir Vigne*, March 22nd 2024, www.reussir.fr

Dubois, M., Sips and Bytes - Magalie Dubois Where Academia and Wine Tech Collide. *Transforming Wine*, April 11th 2024, transformingwine.substack.com

Blog

Dubois, M., Navigating Quality Signals in the Wine Market: Experts Vs. Peer Reviews. *EconomistsTalkArt.org*, January 20th 2025, culturaleconomics.org

Other contributions

Dubois, M., Chair de la session Private Information (SEET 2023 Workshop "Southern Europe Experimental Team's Meeting", February 2-3, 2023, Valence, Spain), 2023, Valence, Spain.

Georgantzis, N., Agnoli, L., Tisserand, J-C., Dubois, M., Pérou, S., REVINE Project: Kick off meeting: Presentation "A Behavioral Economics Approach to Regenerative Methods Adoption" (Confidential), 2021, France.

Editorial for a peer-reviewed journal issue