



Magalie DUBOIS (Dr.)

29, rue Sambin
BP 50608
21006 Dijon Cedex

✉ magalie.dubois@bsb-education.com

ASSISTANT PROFESSOR
DEPARTMENT: WINE & SPIRITS

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

EDUCATION AND DEGREES

- 2011 Rennes School of Business, Rennes, France
- 2023 , France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2012 - 2019 Export Manager (,)

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): Agri-food
- Economy (Economie expérimentale)
- Marketing & Communication (Recherche consommateurs)

RESEARCH ACTIVITIES

International, National or Regional Research Projects

- VinCi

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC ASSOCIATIONS OR NETWORK

Affiliation to international or national associations

- European Association of Wine Economists

OTHER

- 2022 Evaluation d'articles pour l'édition spéciale du 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

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

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

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

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., Chapis, C., Jacquet, O., L'oenologie, 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

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., 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.

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.