



David MENIVAL (Dr.)

29, rue Sambin
BP 50608
21006 Dijon Cedex

✉ david.menival@bsb-education.com

PROFESSEUR EXPERT
DÉPARTEMENT : WINE & SPIRITS

ÉQUIPE DISCIPLINAIRE : WINE & SPIRIT BUSINESS (WS)
AXE DE RECHERCHE : WINE & SPIRITS

FORMATION ET DIPLÔMES

- 2002 Master en Institutions-Organizations-Performance-Economics Université de Reims Champagne-Ardenne, Reims, France
- 2008 Doctorat en Sciences économiques Université de Reims Champagne-Ardenne, Reims, France, France

EXPÉRIENCE PROFESSIONNELLE

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- 2015 - ... Directeur de la Filière Champagne (Crédit Agricole du Nord Est, Reims, France)

ENSEIGNEMENTS

ÉQUIPE DISCIPLINAIRE

- Wine & Spirit Business (WS)

NIVEAUX D'ENSEIGNEMENT

- Niveau M

LANGUES D'ENSEIGNEMENT

- Anglais

- Français

ACTIVITÉS SCIENTIFIQUES

AXE DE RECHERCHE

- Wine & Spirits

IMPLICATION DANS LES ACTIVITÉS DE L'ÉCOLE

- Organisation de visites destinées aux étudiants des programmes de BSB
- Organisation de visites destinées aux étudiants des programmes de BSB
- Suivis de thèses professionnelles

CONTRIBUTIONS INTELLECTUELLES

Articles dans des revues à comité de lecture

Kunc, M., Menival, D., Charters, S.J., Champagne: the challenge of value co-creation through regional brands. *International Journal of Wine Business Research*, 2019, vol. 31, n°2, p. 203-220.

Charters, S.J., Menival, D., Senaux, B., Serdukov, S., Value in the territorial brand: The case of champagne. *British Food Journal*, 2013, vol. 115, n°10, p. 1505-1517.

Charters, S.J., Menival, D., Wine tourism in Champagne. *Journal of Hospitality & Tourism Research*, 2011, vol. 35, n°1, p. 102-118. **AERES Gestion**

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

Ouvrages

Capitello, R., Charters, S.J., Menival, D., *The Wine Value Chain in China: Consumers, Marketing and the Wider World*, London : Elsevier, 2017, 299 p.

Chapitres d'ouvrages

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, p. 229-249.

Études de cas

Charters, S.J., Spielmann, N., Menival, D., Vranken-Pommery and POP Champagne: 10 years of celebration. *Case Center*, 2010, n°510-054-1

Conférences académiques

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*, 23-25 mai 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*, 25-28 juillet 2017, Sonoma, Etats-Unis.

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"*, 17-18 février 2016, Adelaide, Australie.

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*, 21-25 juin 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*, 26-29 mai 2016, Brighton, Royaume-Uni.

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.*, 5-6 novembre 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*, 2-4 décembre 2013, Auckland, Nouvelle-Zélande.

Charters, S.J., Menival, D., The characteristics of strong territorial brands. *XI Congres des Terroirs Vitivinicoles*, 29 juin 2012, Dijon, France.

Menival, D., Charters, S.J., Wine tourism: Increasing future champagne sales. *International Conference on Innovation and Trends in Wine Management*, 22 juin 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*, 9-11 juin 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*, 20-23 juillet 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*, 8-10 février 2010, Auckland, Nouvelle-Zélande.

Charters, S.J., Menival, D., The marketing perspectives of small producers in the champagne industry. *Bacchus Goes Green: Fourth Interdisciplinary and International Wine Conference*, 7-9 juillet 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*, 17-19 juillet 2008, Sienne, Italie.

Articles dans des revues/supports digitaux professionnelles

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, vol. 9, n°4.