

Call for Papers for Special Issue

Journal of Comparative International Management

New Business Models & Management Strategies in the Global Wine Industry

Special Issue Guest Editors:

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Deadline for Submission: February 15, 2025

Background and Rationale for the Special Issue:

The Global Wine Industry, once considered a traditional sector steeped in heritage and craftsmanship, is experiencing a profound transformation in its business, management, and production practices. This is an exciting time for scholars like you to contribute to the evolving field of international wine business. One of the central dynamics driving change is the evolving consumer landscape. Shifts in consumer preferences towards premiumization, sustainable products, and unique experiences are reshaping marketing strategies, product portfolios, and brand positioning for wine companies worldwide. Understanding and adapting to these changing consumer demands are crucial for maintaining competitiveness and market relevance. The traditional competition between ‘Old World Wine’ and ‘New World Wine’ resulted in new business models altering the competitive landscape of the global wine industry where not only developed economies but also emerging economies have their place.

Technological advancements are at the forefront of this transformation, revolutionizing wine production and management practices. From precision viticulture techniques leveraging data analytics and IoT devices to innovative winemaking processes and quality control systems, technology is not just a tool but a catalyst for change. It enables wine businesses to optimize operations, enhance product quality, and reduce environmental impacts. Additionally, digital platforms and e-commerce solutions are expanding market reach, facilitating direct-to-consumer sales, and enabling personalized marketing approaches tailored to individual consumer preferences. This special issue is a platform to explore and discuss the potential of technology in the wine industry, and your insights, as scholars, are crucial and highly valued in this journey.

With climate change, sustainability has emerged as a core pillar of strategic management in the wine industry. Businesses increasingly integrate sustainable practices throughout the value chain, from environmentally friendly vineyard management practices and energy-efficient production methods to sustainable packaging solutions and supply chain transparency. Embracing sustainability aligns with consumer expectations, mitigates risks, enhances brand reputation, and fosters long-term resilience in a rapidly changing global market.

Moreover, globalization and international trade dynamics are pivotal in shaping the industry's landscape. Wine companies navigate complex regulatory environments, trade agreements, and market access considerations, requiring strategic internationalization strategies, supply chain optimization, and risk management frameworks. Collaborations, strategic alliances, and market diversification initiatives are critical strategies employed by wine businesses to navigate geopolitical uncertainties and capitalize on emerging market opportunities.

In light of these transformative dynamics at the intersection of business, management, and production practices, this special issue of the *Journal of Comparative International Management* aims to delve into the comparative management styles in wine industries across countries. Strategic challenges, innovative solutions, and best practices driving success in the Global Wine Industry are sought, especially relating to the participation of emerging countries in this very traditional and developed industry. We aim to advance knowledge, inform strategic decision-making, and contribute to wine businesses' sustainable growth and resilience in an increasingly interconnected global economy by fostering scholarly discourse and sharing empirical insights.

Scope and Topics

Consistent with the aim of the *Journal of Comparative International Management* to generate new ideas and thinking from analyses of theories related to international business and practices in wine industry, we welcome submissions that explore, but are not limited to, the following topics regarding the global wine business industry:

Wine Industry Trends Impacting Emerging Markets: Studies in growing markets of emerging economies in Asia Pacific, South America, and Oceania, analyses of consumer preferences and the younger generations, and climate change and emerging terroirs.

Wine Business Model Innovations: Analyses of evolving business models within the wine industry, including traditional vs. disruptive models, direct-to-consumer approaches, and sustainability-driven models. Case studies on successful wine industry innovations, entrepreneurship ventures, wine tourism, collaboration models between startups and established players, and the role of innovation in driving industry competitiveness.

Wine Markets Entry Strategies: Wine market entry strategies employed by wine companies across different regions, internationalization challenges, market diversification strategies, and strategic alliances for global expansion.

Wine Technology Adoption and Digital Transformation: Studies on adopting technology in viticulture, winemaking processes, supply chain management, customer relationship management, and the impact of digital transformation on business performance.

Wine Innovative Marketing Strategies: Exploration of effective marketing strategies in the wine industry, including branding, digital marketing, experiential marketing, and strategy to reach diverse consumer segments.

Global Perspective of Sustainability and CSR in Wine Industry: Comparative studies on sustainable practices in viticulture and winemaking, corporate social responsibility initiatives, and consumer perceptions of sustainability in wine products.

Wine Business Responses to Global Consumer Trends: Examination of evolving consumer preferences and wine consumption patterns across different regions, the response of businesses to premiumization, strategies adopted in meeting the demand for organic, natural, and non-alcoholic wines, the incorporation of health and wellness trends into marketing and product development, global positioning of wine business, and the adaptation of businesses to cultural factors influencing consumer behavior.

Global Supply Chain Management in Wine Industry: Studies on supply chain optimization, logistics innovations, risk management strategies, collaborations in the wine supply chain, and the impact of global trade dynamics on supply chain operations.

Submission Details

Manuscripts should be original and not under consideration by any other publication. Submissions must be limited to 25 pages (all included), follow the journal's formatting guidelines, and undergo a double-blind peer review process. Authors are invited to submit by February 15, 2025, electronically through the journal's online submission system:

<https://journals.lib.unb.ca/index.php/JCIM/about/submissions>

All submissions should strictly adhere to the journal guidelines:

<https://journals.lib.unb.ca/index.php/JCIM/about/submissions>

Important Dates

Submission Deadline: February 15, 2025

Notification of Decision: May 31, 2025

Workshop in Zaragoza, Spain, for selected articles: June, 2025

Revisions & Resubmissions: September 1, 2025

Final Manuscript Submission: December 1, 2025

Publication Date: June 1, 2026 (Abstract available on the Journal Website by Jan 31, 2026).

For inquiries and submissions, please contact the Special Issue guest editors.

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Emiliano C. Villanueva is Professor and Chair of Business Administration at Eastern Connecticut State University in the United States. He earned his OIV Wine MSc in management and marketing from the University of Paris and his Ph.D. in economic history, with a dissertation in international wine business, from the University of Barcelona. Dr. Villanueva is a wine business scholar. His research interests are in the areas of wine international trade and wine exports (wine international business), wine business performance (wine management), and wine consumer demographics and wine tourism (wine marketing); he is a permanent member of the International Wine Organization (OIV) and the American and European Associations of Wine Economists (AAWE).

Mohammad Niamat Elahee is the Perlroth Professor of International Business at Quinnipiac University in Connecticut, United States. He has also taught in multiple countries, including Bangladesh, China, Egypt, France, Mexico, and most recently, in Jordan, as a U.S. Fulbright Professor. His research interests include Artificial Intelligence, cross-cultural negotiations, consumer animosity and ethnocentrism, and wine marketing. Dr. Elahee has a strong media presence, coauthored a textbook on globalization, and edited a book on the nuclear deal between Iran and the West. He holds a PhD in Int'l. Business & Marketing from the University of Texas-Pan American.

Nicolás Depetris-Chauvin is an Associate Professor in the International Business Management department at HES-SO/Haute École de Gestion Genève, Switzerland. He has held academic positions at institutions such as the University of Oxford, the University of California at Berkeley, Sciences Po Paris, Dubai School of Government, and the University of Buenos Aires. His research spans international trade and finance, agricultural commodities, and wine economics. In wine economics, Dr. Depetris-Chauvin delves into the complexities of quality differentiation and its impact on wineries' export performance, the influence of country-of-origin biases on wine judgments, and the evolution of the global wine industry. He also explores cultural factors affecting wine perception, adoption of sustainable and organic practices, national wine strategies and the broader economic implications of innovations in the wine sector. He holds a PhD in Economics from Princeton University.