

BEERONOMICS 2013 CONFERENCE – ACADEMIC PROGRAMME

Plenary Session 1 - WEDNESDAY 18.09.2013 10.30AM-11.45AM (RCH/037)

Ignazio Cabras (Chair –Beeronomics 2013 Steering Committee), **John Local** (Pro-Vice Chancellor for Research, University of York),
Jo Swinnen (Chair – Beeronomics Society), **David Higgins** (Chair – Beeronomics 2013 Scientific Committee)

Workshop 1 – WEDNESDAY 18.09.2013 12.00PM-1.00PM

Session 1.A: <i>Consumption and Consumer Tastes</i> <i>Chair: Klaus Salhofer (RCH/004)</i>	Session 1.B: <i>Taxation and Brewing</i> <i>Chair: Steve Toms (RCH/017)</i>
<i>Beer: the preferred alcoholic drink of all? Changes in global and national beer consumption since 1960 and convergence and trends since 1990</i> Eline Poelmans, Elena Piron – Katholieke Universiteit Leuven (Belgium)	<i>Excise tax overshifting in the Hungarian beer market</i> Barna Bako¹, Zombor Berezhvai² , - ¹ Corvinus University Budapest (Hungary), ² Eötvös Loránd University Budapest (Hungary)
<i>Consumer tastes and preferences of craft beer in Mexico</i> Luis Alfonso Rivera Mena, José Odón García García - Universidad Michoacana (Mexico)	<i>Paternalism with taxes: taxation of alcoholic beverages in Turkey</i> Semih Öz, Dilek Özkök-Çubukçu - Ankara University (Turkey)

Workshop 2 – WEDNESDAY 18.09.2013 2.00PM-3.30PM

Session 2.A: <i>Determinants of Beer Consumption</i> <i>Chair: Ignazio Cabras (RCH/004)</i>	Session 2.B: <i>Factors Driving Industrial Concentration</i> <i>Chair: Jo Swinnen (RCH/017)</i>
<i>Willingness to pay for beer: contingent valuation analysis</i> Gnel Gabrielyan, Jill McCluskey, Thomas L. Marsh, Carolyn Ross -Washington State University (USA)	<i>Business strategies underlying the increasing global concentration of the market</i> Myles Gartland¹, Martin Stack - Rockhurst University (USA)
<i>What drives our beer consumption? In search of dining habits and demographic patterns.</i> M. Angerer, M. Unser, L. Kaiser, G. Peter, S. Stockl , A. Veress , University Of Liechtenstein	<i>Advertising and concentration in the brewing industry</i> Erik Madsen, Lars Lund-Thomsen, Kurt Pedersen - University Of Aarhus (Denmark)
<i>‘Royale with cheese’: globalisation, tourism, and the variety of goods</i> Matthew T. Cole¹, Ronald B. Davies² - ¹ Florida International University (USA), ² University College Dublin (Ireland)	<i>‘When helping the small hurts the middle’: beer excise duties and market concentration</i> Simon Loretz¹, Harald Oberhofer² – ¹ Universitat Bayreuth (Germany); ² University of Salzburg (Austria)

Workshop 3 – WEDNESDAY 18.09.2013 4.00PM-5.30PM

Session 3.A: <i>Geographic Location and Brewing</i> <i>Chair: David Higgins (RCH/004)</i>	Session 3.B: <i>Trade in Beer</i> <i>Chair: David Preece (RCH/017)</i>
<i>The rise of craft beer in the US and Italy: a comparative illustration of path creation</i> Myles Gartland¹, Martin Stack¹, Christian Garavaglia² , - ¹ Rockhurst University (USA), ² University Of Milan Bicocca (Italy)	<i>Export intensity and firm performance for family brewers</i> Noël Houthoofd, Jef Hendrickx – HU Brussel (Belgium)
<i>The locational determinants of the US craft brewing industry</i> Neil Reid¹, Michael S. Moore¹, Ralph B. McLaughlin² – ¹ The University Of Toledo (USA), ² San José State University (USA)	<i>Gravity meets pricing to market: what a combined method approach tells us about German beer exports</i> Heiko Dreyer, Roland Herrmann, Svetlana Fedoseeva – University Giessen (Germany)
<i>Micro brewing and entrepreneurship: the origins, development and integration of real ale breweries</i> Mike Danson¹, Laura Galloway¹, Christina Beatty², Ignazio Cabras³ - ¹ Herriot Watt University (UK), ² Sheffield Hallam University (UK), ³ University of York (UK)	<i>Intra-industry trade in the beer industry in the enlarged EU</i> Imre Ferto – Academy of Sciences Budapest (Hungary)

Workshop 4 – THURSDAY 19.09.2013 9.30AM-10.30AM

Session 4.A: Modelling Approaches to Beer Production and Consumption <i>Chair: Kiran Fernandes (RCH/004)</i>	Session 4.B: Session 5.A: Small, Micro and Home Brewing <i>Chair: Jo Swinnen (RCH/017)</i>
<i>Labour productivity development and labour reallocation in the German brewing sector</i> Giannis Karagiannis¹, Magnus Kellermann², Stefan Kilian², Klaus Salhofer² - ¹ University Of Macedonia (Greece), ² Technische Universität München (Germany)	<i>Rural development funding in the micro-brewery sector</i> Gary Bosworth, Victoria Ellis - University Of Lincoln (UK)
<i>Modelling brewing industry pricing in the Czech Republic</i> Tomas Maier - University of Life Sciences Prague (Czech Republic)	<i>Round Table on Microbreweries [Call for Papers]</i> Jo Swinnen¹, Christian Garavaglia² – Katholieke Universiteit Leuven (Belgium), ¹ University of Milan Bicocca (Italy)

Workshop 5 – THURSDAY 19.09.2013 11.00AM-12.30PM

Session 5.A: Procurement, Public Houses and Packaging Technology <i>Chair: Julian Alston (RCH/004)</i>	Session 5.B: The Impact of Beer within Society <i>Chair: Gary Bosworth (RCH/017)</i>
<i>Plant Location And Barley Procurement In The Malting Industry Of North America.</i> Derek Brewin – University Of Manitoba (Canada)	<i>How beer created Belgium: a story of war, taxes, and borders</i> Koen Deconinck, Jo Swinnen – Katholieke Universiteit Leuven (Belgium)
<i>Establishing a new, sustainable, public house retailing company</i> David Preece¹, J Mark Dodds², Robert Jones³ - ¹ Teesside University (UK), ² Licensed Publican (UK), ³ Swinburne University Of Technology (Australia)	<i>The significance of pubs for local economies and supply chains in Ireland</i> Matthew Mount, Ignazio Cabras - University of York (UK)
<i>The Use of Thermal Fluids and Other Energy Saving Devices In Brewing Equipment and Packaging</i> Maitland Hyslop - CEO Microdat (UK)	<i>Measuring the impact of pubs in rural areas of England: a longitudinal study</i> Ignazio Cabras, Matthew Mount - University of York (UK)

Workshop 6 - THURSDAY 19.09.2013 1.30PM-3.00PM

Session 6.A: Brands and Identity <i>Chair: David Higgins (RCH/004)</i>	Session 6.B: Evolutionary Trends in the History of Beer <i>Chair: Steve Ziliak (RCH/017)</i>
<i>Origination: Cohering meaning and value in Newcastle Brown Ale</i> Andy Pike – Newcastle University (UK)	<i>The regulation of beer availability in the state of Alabama, 1702-2012</i> Richard White - University Of Alabama in Huntsville (USA)
<i>The role of microbreweries in facilitating village identities and communities</i> Claire Markham - University Of Lincoln (UK)	<i>The evolution of the US brewing industry: a history-friendly model</i> Christian Garavaglia¹, Michele Pezzonia² - ¹ University of Milan Bicocca (Italy) - ² Bocconi University (Italy)
<i>Beer and the Boro, 1876-1986: a perfect match.</i> Alex Gillett¹, Kevin D. Tennent¹, Fred Hutchinson² - ¹ University of York (UK), ² Teesside University (UK)	<i>The influence of government policies on the number of breweries in the US states</i> Stephan F. Gohmann - University Of Louisville (USA)

Workshop 7 – FRIDAY 20.09.2013 9.30AM-11.00PM (RCH/037)

Beer and Brewing: an Industry Perspective

Innovation in Mature Industries: the Case of the UK Brewing Industry

Paul Hughes – Heriot Watt University (UK)

Tied Houses: The Economics of Vertical Coordination in the Beer Chain

Jo Swinnen, Koen Deconinck – Katholieke Universiteit Leuven (Belgium)

The Best Regressions You Can Almost Taste: Barley and Malt Value after the 1906 Guinness Nitrogen Experiments

Steve Ziliak – Roosevelt University Chicago (USA)

Plenary Session 2 - FRIDAY 20.09.2013PM 11.30AM-12.30PM (RCH/037)

Sustainable Malting: Protecting People, Profit and Planet

Dr Nigel Davies, Muntons Malts PLC.

Plenary Session 3 - FRIDAY 20.09.2013PM 1.30PM-2.30PM (RCH/037)

Interesting Times: Curses and Changes in Brewing

Professor Charles Bamforth, University of California Davis

Plenary Session 4 - FRIDAY 20.09.2013PM 3.00PM-5.00PM (RCH/037)

The Economics of Beer and Brewing: Moving Forward

Contributors:

Hugh Bayley MP, York Central

Mike Benner, Chief Executive, Campaign for Real Ale

Andrew Griffiths MP, Chairman, All-Party Parliamentary Beer Group

David Paterson, Corporate Relations Director, Heineken UK

Julian Sturdy MP, York Outer

Andrew Tighe, Policy Director, British Beer and Pub Association

Chair: Professor Steve Toms

Conference's Final Remarks: Ignazio Cabras and David Higgins