

### Articles in peer refereed journals

Pelet, J-E., Lecat, B. Smartphones and wine consumers: A Study of Gen-Y. *International Journal of Wine Business Research*, 2014, 26,(3): 188-207.

Orth, U., Stoeckl, A., Veale, R.C., Brouard, J., Cavicchi, A., Faraoni, M., Larreina, M., Lecat, B., Olson, J., Rodriguez-Santos, C., Santini, C., Wilson, D. Using attribution theory to explain tourists' attachments to place-based brands. *Journal of Business Research*, 2012, 65,(9): 1321-1327.

Pelet, J-E., Lecat, B. Enhancing learning and cooperation through digital virtual worlds. *International Journal of Virtual and Personal Learning Environments*, 2012, 3,(2): 59-76.

Lecat, B. Comment promouvoir son pays, sa région ou sa ville auprès des investisseurs étrangers ? Identification des critères d'implantation et de leur importance par l'entremise du marketing public. *Reflets et Perspectives de la vie économique*, 2008, 2: 71-83.

### Chapters in books

Lecat, B. La distribution dans le secteur viticole. In: Gallo, J., Charters, S.J. (coord.). *Economie et management du vin*, Paris: Pearson, 2014, 209-223.

Lecat, B. Wine distribution. In: Charters, S.J., Gallo, J. (coord.). *Wine business management*, Paris: Pearson, 2014, 193-206.

Stöckl, A., Lick, E., Cavicchi, A., Lecat, B., Moreno, A., Santini, C., Treiber, B. The drink driving dilemma in connection with food and wine events: a cross-national evaluation of best-practice solutions from the Generation Y's point of view. In: Cavicchi, A., Santini, C. (coord.). *Food and Wine Events in Europe. A stakeholder approach*, Oxford: Taylor & Francis Group, Routledge Advances in Event Research Series, 2014.

Chapuis, C., Lecat, B. Embedding food and drink cultures: the case of Burgundy. In: Sloan, D. (coord.). *Food and Drink: the cultural context*, Oxford: Goodfellow Publishers, 2013, 114-133.

Lecat, B. Chapter Sales. In: Straub, T. (coord.). *Einführung in die Allgemeine Betriebswirtschaftslehre*, Pearson Deutschland, 2011, 120-155.

Lecat, B., Ruhdorfer, F., Shibib, W. Chapter Marketing. In: Straub, T. (coord.). *Einführung in die Allgemeine Betriebswirtschaftslehre*, Pearson Deutschland, 2011, 89-119.

### Papers in Academic Conferences

Ballantyne, D., Chapuis, C., Lecat, B., Terblanche, N.S. Old world and new world wine concepts of terroir: global thought leaders. *Faculty Of Business International Research Collaborations Conference*, June 11th 2014, Oxford, United Kingdom.

Ballantyne, D., Chapuis, C., Lecat, B., Terblanche, N.S. What is the concept of terroir? Discussion with Bernard van Berg, a wine-grower in Meursault: a case study on "the most simply wine". *8th International Conference of the Academy of Wine Business Research*, June 28th-30th 2014, Geisenheim, Germany.

Brouard, J., Lecat, B. Unperceived Costs: a Dilemma for French Wine-Growers. *21st Annual Conference VDQS*, May 21st-24th 2014, France.

Brunneder, J., Lecat, B., Paulssen, M., Pitt, L., Terblanche, N.S. How important are the Bordeaux Wine Determinants: analysis from 1981 to 2001. *2014 Monaco Symposium on Luxury*, April 10th-11th 2014, Monaco, France.

Farrell, T., Chen, S., Lecat, B. Luxury brand marketing – an international perspective. *FACULTY OF BUSINESS INTERNATIONAL RESEARCH COLLABORATIONS CONFERENCE*, June 11th 2014, Oxford, United Kingdom.

Farrell, T., Lecat, B. Alcohol Marketing Regulation: a Comparison between France and the United Kingdom. *2014 Global Marketing Conference*, July 15th-18th 2014, Marina Bay Sand, Singapore.

Farrell, T., Lecat, B. Regulating Alcohol Marketing practices in France and UK. *8th International Conference of the Academy of Wine Business Research*, June 28th-30th 2014, Geisenheim, Germany.

Kavoura, N., Pelet, J-E., Rundle-Thiele, S., Lecat, B. Alcohol Marketing Regulation. *2014 Global Marketing Conference*, July 15th-18th 2014, Marina Bay Sand, Singapore.

Kim, S., Lecat, B. An Exploratory Study to Develop Korean Food and Wine Pairing Criteria. *2014 Global Marketing Conference*, July 15th-18th 2014, Marine Bay Sand, Singapore.

Pelet, J-E., Lecat, B., Khan, J., Lee, L.W., Vigar-Ellis, D., McGarry Wolf, M., Rundle-Thiele, S., Kavoura, N., Katsoni, V. Attitudes towards m-wine purchasing: A cross-country Study. *21st Annual Conference VDQS*, May 21st-24th 2014, Lyon, France.

Pelet, J-E., Lecat, B., Khan, J., Lee, L.W., Vigar-Ellis, D., McGarry Wolf, M., Rundle-Thiele, S., Kavoura, N., Katsoni, V. Influences of M-commerce and Social Media on Wine Purchases: A Multi-Country Study. *8th International Conference of the Academy of Wine Business Research*, June 28th-30th 2014, Geisenheim, Germany.

Chapuis, C., Charters, S.J., Lecat, B. Is terroir just a conveniently untranslatable French term? Part 1: the case of France. *4th Joint Research Conference*, June 24th 2013, Dijon, France.

Chapuis, C., Charters, S.J., Lecat, B. Special Session on Terroir and Wine Marketing – Global Perspectives. *42th Academy of Marketing Science (AMS) Annual Conference*, May 15th-18th 2013, Monterey, United States.

Farrell, T., Lecat, B. An International Comparative Analysis of Stakeholders' Perceptions of Alcohol Marketing Regulations (Phase 1). *4th Joint Research Conference*, June 25th 2013, Dijon, France.

Lecat, B. Special Session on Innovation and Wine Marketing, session chaired by Anthony Chan. *42th Academy of Marketing Science (AMS) Annual Conference*, May 15th-18th 2013, Monterey, United States.

Lecat, B. The perception of price premium policy for Single Malt Scotch whisky by consumers: Is there a trading-up phenomenon within the industry?. *42th Academy of Marketing Science (AMS) Annual Conference*, May 15th-18th 2013, Monterey, United States.

Pelet, J-E., Lecat, B. Positive Influence of M-Commerce and GPS on the Group Purchase of Wine for Y-Generation. *42th Academy of Marketing Science (AMS) Annual Conference*, May 15th-18th 2013, Monterey, United States.

Stoekli, A., Lick, E., Cavicchi, A., Santini, C., Moreno-Melgarejo, A., Lecat, B. The drink-driving dilemma in connection with food & wine events: an evaluation of best practice solutions. *Tourism & Management Studies International Conference*, November 13th-16th 2013, Olhão, Portugal.

Chapuis, C., Lecat, B. Case study on food and drink cultures in Burgundy. *3rd Joint Research Conference*, May 30th 2012, Oxford, United Kingdom.

Chapuis, C., Lecat, B. The invention of a food & wine tradition in Burgundy: the influence of some major Burgundian figures. *International Conference on Innovation & Trends in Wine Management*, June 22nd 2012, Dijon, France.

Farrell, T., Lecat, B. An international comparative analysis of stakeholders' perception of alcohol marketing regulations. *3rd Joint Research Conference*, May 30th 2012, Oxford, United Kingdom.

Pelet, J-E., Lecat, B. Will Digital Consumption based upon Social Network Systems and Mobiles help to close Producers of Wine to Y-Generation?. *15ème Colloque Etienne THIL*, November 29th-30th 2012, Lille, France.

Pelet, J-E., Lecat, B. Y-Generation behavior on social networks systems: towards an alternative distribution channel to attract wine buyers. *Journée de Recherche sur la Consommation Digitale*, November 29th 2012, Paris, France.

Stoeckl, A., Lick, E., Moreno-Melgarejo, A., Lecat, B., Cavicchi, A., Santini, C. The Drink-Driving Dilemma in Connection with Food & Wine Events: A Cross-Country Case Study on Stakeholders' Views. *International Conference on Innovation & Trends in Wine Management*, June 23rd 2012, Dijon, France.

Chapuis, C., Lecat, B. Wine Climates in Burgundy and holy names: will the consumer be influenced by religion?. *Conference on "Religion as brands, the marketization of religion and spirituality"*, October 13th-15th 2011, Lausanne, Swiss.

Franchetti, F., Lecat, B. BeauneTheorem.com: how to make the wine tasting axioms more understandable?. *6th International Conference of the Academy of Wine Business Research*, June 9th-10th 2011, Bordeaux, France.

Franchetti, F., Lecat, B. The Theorem of Beaune: how to make the wine tasting axioms more understandable?. *2nd Joint Research Conference*, May 10th 2011, Dijon, France.

Lecat, B., Pelet, J-E. The behavior of the Y-Generation vis-à-vis wine consumption and wine purchase thanks to Digital Social Networks. *6th International Conference of the Academy of Wine Business Research*, June 9th-10th 2011, Bordeaux, France.

Orth, U., Stoeckl, A., Brouard, J., Cavicchi, A., Faraoni, M., Larreina, M., Lecat, B., Olson, J., Rodriguez-Santos, C., Santini, C., Veale, R.C., Wilson, D. The role of tourism experiences in attaching consumers to regional brands. *6th International Conference of the Academy of Wine Business Research*, June 9th-10th 2011, Bordeaux, France.

Pelet, J-E., Lecat, B. Can Digital Social Networks enhance the selling of wine from Burgundy?. *6th International Conference of the Academy of Wine Business Research*, June 9th-10th 2011, Bordeaux, France.

Pelet, J-E., Lecat, B., Papadopoulou, P. Enhancing learning and cooperation through digital virtual worlds. *International Conference on Education, Research and Innovation*, October 21st-23rd 2011, Le Caire, Egypt.

Knecht, L., Lecat, B., Paulssen, M. Wine Hedonic Price Function: The Case of Bordeaux Wines. *1st Joint Research Conference*, May 26th 2010, Oxford, United Kingdom.

Knecht, L., Lecat, B., Paulssen, M. Wine Price Function and its variables. *5th International Conference of the Academy of Wine Business Research*, February 8th-10th 2010, Auckland, New-Zealan.

Lecat, B. How does the Belgian Wine Industry Work ?. *5th International Conference of the Academy of Wine Business Research*, February 8th-10th 2010, Auckland, New-Zealan.

Lecat, B., Müller, B., Smit, W. Le phénomène de rareté dans l'industrie du luxe : Comment l'offre limitée influence la perception et la consommation des produits de luxe ? Étude de 4 secteurs : L'industrie horlogère, le prêt-à-porter, les stylos et le champagne. *15e Journées de Recherche en Marketing de Bourgogne*, November 18th-19th 2010, Dijon, France.

Orth, U., Stoeckl, A., Brouard, J., Cavicchi, A., Faraoni, M., Larreina, M., Lecat, B., Olson, J., Rodriguez-Santos, C., Santini, C., Veale, R.C., Wilson, D. Having a great vacation and blaming the wines: an attribution theory perspective on consumer attachments to regional brands. *Academy of Marketing Science conference (consumer behavior track)*, May 26th-29th 2010, Portland, United States.

Lecat, B. How companies should invest in Second Life's virtual world to better reach the avatars' target ?. January 16th-17th 2009, Paris, France.

Lecat, B. Quelle stratégie de distribution pour une montre de luxe ? Une étude exploratoire. *14e Journées de Recherche en Marketing de Bourgogne*, November 13th-14th 2009, Dijon, France.

Lecat, B. How important is the kind of cork during the buying decision of a bottle of French wine (bottom-of-the-range): a comparison between French and French-speaking Swiss consumers. *4th International Conference of the Academy of Wine Business Research*, January 17th-19th 2008, Sienne, Italy.

Lecat, B., Müller, B. Positionnement actuel et futur des constructeurs automobiles en matière d'écologie. *13e Journées de Recherche en Marketing de Bourgogne*, November 13th-14th 2008, Dijon, France.

Lecat, B. Quelle est l'influence du type de bouchon lors de l'achat d'une bouteille de vin français entrée de gamme : une comparaison entre le consommateur français et de suisse romande. *12e Journées de Recherche en Marketing de Bourgogne*, November 8th-9th 2007, Dijon, France.

### **Working papers**

Atwal, G., Roy Chaudhuri, H., Lecat, B. Learn Before You Leap: Understanding The Knowledge Transfer Paradigm In The Swiss Luxury Watch Industry, 2013.

Zeyl, A., Lecat, B. Vente industrielle et CRM jusqu'où peut-on aller?, 2012.

Brunneder, J., Lecat, B., Paulssen, M. Price Determinants of Bordeaux Wine, 2011.

Colmant, B., Lecat, B. Le Secret Bancaire Suisse : Quand le gâteau est énorme, chaque Etat en veut une part !. *Cahiers du CEREN*, 2011, 35: 79-84.

### **Papers in professional journals**

Chapuis, C., Lecat, B. Les Noms Saints au travers des Appellations Bourguignonnes. *Pays de Bourgogne*, 2012(231): 76-79.

Lecat, B. Le Prêt à Porter à la Haute Couture du vin : le modèle bourguignon. *Actes du Colloque de l'Université de la Vigne et du Vin du Pays Corbières & Minervois : Le prêt-à-po*, 2011: 7-18.

Lecat, B. Quelle stratégie adopter pour que la viticulture languedocienne sorte de la crise: avis de Benoît Lecat, 2010.

Lecat, B. Vous n' imaginez pas tout ce que la pub sait faire pour vous. *Cahiers de nutrition et de diététique*, 2010(7): 134-135.

Lecat, B. Le Touriga Nacional de la Quinta dos Roques. *Mathusalem*, 2007(4).

### **research seminars**

Chapuis, C., Cogan, L., Lecat, B. Food and Wine Tourism in Burgundy, *Dominican University's Wine Marketing Conference: Innovations and Best Practices Conference 2013*, May 12th 2013, San Rafael, United States.

Chapuis, C., Lecat, B. The exceptions of exceptional terroirs: the case of Burgundy vineyard: theory and practice..., *Workshop on Innovation & Trends in Wine Management*, June 21st 2013, Dijon, France.

Knecht, L., Lecat, B., Paulssen, M. Wine price function and its variables, *1st Research Day Western Switzerland*, June 4th 2009, Lausanne, Swiss.

### **Professional conferences**

Lecat, B. Innovations and Trends in the Spirit Industry: Are the best-practices from the Whisky Industry transferable?. *Mexican Wine and Tequila Industry*, May 7th 2013, Guadalajara, Mexico.

Lecat, B. Innovations and Trends in the Wine Industry: analysis from a strategic marketing point of view. *Mexican Wine and Tequila Industry*, May 8th 2013, Tijuana, Mexico.

Lecat, B. Success of Bordeaux and Burgundy Wine Business Model: (1) Are Burgundy wines too cheap? (2) Is the success of Bordeaux wines only depending on its distribution?. *Mexican Wine and Tequila Industry*, May 9th 2013, Ensenada, Mexico.

Lecat, B. Du Prêt à Porter à la Haute Couture du vin : le modèle bourguignon. *Université de la Vigne et du Vin du Pays Corbières & Minervois*, October 21st 2010, Pays Corbières Minervois, France.