

## CURRICULUM VITAE

### Benoît LECAT



**PROF. ADDRESS** Wine & Viticulture Department  
College of Agriculture, Food & Environment Sciences  
California Polytechnic State University  
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**DATE OF BIRTH** 25.01.1975

**PLACE OF BIRTH** Haine-Saint-Paul, BELGIUM

**MARITAL STATUS** Single

**NATIONALITY** Belgian

#### I. CURRENT POSITION

##### 2015-present

- **Wine and Viticulture Department Head**, California Polytechnic State University, USA

## II. EDUCATION

### **PhD**

- **February 2006: PhD in Management, FUCAM**, Catholic University of MONS, branch of LOUVAIN School of Management, UCL Campus of Mons, BELGIUM, (B), *[public defense]*.
  - **September 2005: PhD in Management (Marketing), University Robert Schuman, STRASBOURG III, FRANCE, (F)**, "*Mention très honorable avec félicitations du Jury*", *[private defense]*.
  - **Dissertation defended on September 20, 2005 and on February 9, 2006: "Performance of distribution channels: an illustration within a large French Bank"** in collaboration with:
    - CREER (Centre for Research on the Economic Efficiency of Retailing, FUCAM, Catholic University of MONS, BELGIUM).
    - LARGE (Laboratoire de Recherche en Gestion et Economie, The Institute for Political Studies (IEP), STRASBOURG, FRANCE).
    - CNCM (Confédération Nationale du Crédit Mutuel, PARIS, FRANCE).
- [http://dial.academielouvain.be/downloader/downloader.py?pid=boreal:5882&datastream=PDF\\_01](http://dial.academielouvain.be/downloader/downloader.py?pid=boreal:5882&datastream=PDF_01)

**Thesis' committee:** Pr Alain BULTEZ (FUCAM, MONS, BELGIUM) and Pr Michel DIETSCH (IEP, STRASBOURG, FRANCE); **Thesis' advisors** ; Pr Jacques THEPOT [University Louis Pasteur, STRASBOURG (F)]; **French Chairman** ; Pr Rudy DE WINNE, [FUCAM, MONS, (B)]; **Belgian Chairman** ; Pr Gérard CLIQUET [Université of RENNES I, (F)], Pr Marnik DEKIMPE [KULeuven, (B)], Pr Bart JOURQUIN [FUCAM, MONS, (B)]; **Jury Members**.

### **Postgraduate**

- **1999-2000: Master of Science in Marketing**, Graduate School of Business Studies, KUL (Catholic University of LEUVEN), BELGIUM (B).
- **1997-1998: Postgraduate in Bank Management** (Diplôme d'Etudes Spécialisées en Management, orientation Gestion Bancaire), FUCAM, (B), DISTINCTION.

### **Master**

- **1995-1997: Master's Degree in Management (with a major in Finance)**, FUCAM, (B), DISTINCTION.
  - **Dissertation's topic:** "*Analysis of the Belgian social and ethical bank-products*", (written in French), DISTINCTION (Selected for the BBL Best Dissertation Award).

### **Bachelor**

- **1993-1995: Bachelor in Management**, FUCAM, (B).

### **Other degrees**

- **1997-1999: Master's Degree in Political Science** (4-years program), FUCAM, (B), HIGH DISTINCTION (graduated first in his year).
  - **Dissertation's topic:** "*The elaboration and implementation processes of Belgian Foreign Policy: Are Diplomats passive or active actors?*" (written in French), HIGH DISTINCTION.
- **1998-1999: ERASMUS-SOCRATES exchange program** (last year of the Degree in Political Science) between FUCAM, (B) and the School of Social Sciences, Department of Political Science and International Studies, The University of BIRMINGHAM, (U.K.) ; main topic: diplomacy.
- **1996-1997: Certificate in Human Resources Management**, FUCAM, (B), HIGH DISTINCTION.

### **Wine Certification**

- **Since 2015: Associate Member of the Institute of Wine and Spirits (Dip WSET, former AIWS)**
- **2014: Certified Sherry Educator**, Consejo Regulador Jerez-Xérès-Sherry y Manzanilla-Sanlúcar de Barrameda, October 3, 2014.
- **2012-2014: Level 4 Diploma in Wines and Spirits (title: Dip WSET), WSET, September 2, 2014, Pass.**
  - **Unit 1:** Wine Business, Pass With Merit (June 12, 2012 & November 2012)
  - **Unit 2:** Viticulture and Vinification, Pass With Merit (April 10, 2012)
  - **Unit 4:** Spirits, Pass (March 6, 2013)
  - **Unit 5:** Sparkling, Pass With Merit (March 6, 2013)
  - **Unit 6:** Fortified, Pass With Merit (November 6, 2013)
  - **Unit 3:** Light wines of the world, Pass
    - Theory paper, Pass (January 8, 2014)
    - Tasting paper, Pass (June 11, 2014)
- **2011: Level 3 Advanced Certificate in Wines and Spirits, WSET, May 27, 2011, Pass.**

### III. PAST POSITION

#### **ACADEMIA**

##### **FRANCE: BURGUNDY SCHOOL OF BUSINESS**

**2013-2015**

- **Professor of Wine Marketing**, Wine Management Department, School of Wine and Spirits Business, ESC DIJON/Burgundy School of Business, FRANCE.

**2009- 2013**

- **Professor**, Marketing Department, ESC DIJON/Burgundy School of Business, FRANCE.

##### **ROMANIA: UNIVERSITY OF BUCHAREST**

**2013-2015**

- **Guest Lecturer**, UNESCO Department in Inter-cultural and Inter-Religious Exchanges University of BUCHAREST, ROMANIA.

##### **AUSTRIA: EISENSTADT**

**2012-2013**

- **Erasmus Exchange** with Fachhochschulstudiengänge Burgenland GmbH, Eisenstadt, Austria, class of Internationales Weinmarketing

##### **SWITZERLAND: UNIVERSITY OF GENEVA**

**2014-2015:**

- **Guest Lecturer (Chargé de Cours Invité)**, Marketing Department, Geneva School of Economics and Management (GSEM), University of Geneva, SWITZERLAND.

**2013-2014**

- **Guest Lecturer** (Chargé de Cours Invité), Marketing Department, HEC GENEVA, University of Geneva, SWITZERLAND (in charge of Management of Luxury Goods)

**2012-2013**

- **Guest Lecturer** (Chargé de Cours Invité), Marketing Department, HEC GENEVA, University of Geneva, SWITZERLAND (in charge of Marketing Communications & Management of Luxury Goods)

**2009-2012**

- **Guest Lecturer** (Chargé de Cours Invité), Marketing Department, HEC GENEVA, University of Geneva, SWITZERLAND (in charge of Services Marketing, Marketing Communications, Management of Luxury Goods and Management Simulation)

**2005-2009**

- **Assistant Professor** (Maître-Assistant), Marketing Department, HEC GENEVA.

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**Sept 2009-February 2010**

- **Director of the Master of Science in Management** (previously called Business Administration) and Preliminary Program in Management (HEC GENEVA, University of Geneva, Switzerland)/supervision of more than 100 students and 20 professors.

**Jan. 2008 - September 2009**

- **Director of the Master of Science in Business Administration and Preliminary Program in Business Administration** (HEC GENEVA, University of Geneva, Switzerland).

**Sept. 2005 - December 2007**

- **Academic coordinator** for the Master of Science in Business Administration and Induction Program in Business Administration (HEC GENEVA, University of Geneva, Switzerland).

##### **SWITZERLAND: UNIVERSITY OF LAUSANNE**

**2008-2011**

- **Invited Professor**, Marketing Department, HEC LAUSANNE, SWITZERLAND (in charge of Principles of Marketing and Luxury Management)

##### **BELGIUM: FUCAM**

**July 2004- August 2005**

- **Research Assistant** of Professor A. BULTEZ (Head of CREER, FUCAM, Mons, BELGIUM).

**2001-2004**

- **Doctoral Student**, CIFRE Fellow (Convention Industrielle de Formation par la REcherche, PARIS, (F)), March 2001-March 2004.

**PRIVATE & PUBLIC SECTORS****FRANCE****2001-2004**

- **Market Researcher** (Chargé d'études), CNCM, PARIS, (F), March 2001-July 2004 (*address of the company: Confédération Nationale du Crédit Mutuel, Direction du Développement, Activités Canaux, 88-90, Rue Cardinet, 75847 Paris Cedex 17*). Main topics: Customer Relationship Management (CRM), location of outlets and design of bank services.

**BELGIUM****Jan./Feb. 2001**

- Fortis Bank, LA LOUVIÈRE, (B), function: **Trainee**.

**March/July 00**

- Internship at the European Commission, DG Agriculture, Unit Communication and Information, BRUSSELS, (B), function: **Assistant Press Officer**.

**IV. LANGUAGES**

- **FRENCH**: mother tongue.
- **ENGLISH**: fluent.
  - 2002: TOEIC 890/990 (listening : 490/495 ; reading : 400/495).
- **DUTCH**: good knowledge.
  - July 2002: "Certificaat Nederlands als Vreemde Taal", Basiskennis (= middle level), Dutch Institute, Paris, (F).
  - September 2001-January 2002: Lectures at Dutch Institute, "Advanced III", Paris, (F).
  - December 2000: Intensive lectures at AVOC, VENLO, The Netherlands Grant (1250 EUR) provided by FOREM, (B).
  - August 2000: Certificaat Nederlands, Level 5, KUL, (B), Distinction.
  - October 98-May 99: Lectures at the Centre for Modern Languages, The University of Birmingham, U.K..
- **GERMAN**: basic knowledge.

**V. AWARDS-FELLOWSHIPS**

- **Grant with OBU (5'000€)**:
  - FARRELL T. & LECAT B., "An international comparison of the impacts of different forms of alcohol regulation on youth alcohol consumption", 2013.
- **Best Communication Award**, CHAPUIS C., COGAN L., LECAT B., "Food and Wine Tourism in Burgundy", Dominican University's Wine Marketing Conference: Innovations and Best Practices Conference 2013, Dominican University of California, San Rafael, Sonoma county, May 12, 2013.
- **Best Paper Award** with ORTH U., STöCKL A., BROUARD J., CAVICCHI A., FARAONI M., LARREINA M., OLSEN J., RODRIGUEZ-SANTOS C., VEALE R., WILSON D., "The role of tourism experiences in attaching consumers to regional brands", presented at 6th International Conference of the Academy of Wine Business Research, BEM- Bordeaux Management School, France, June 9-11, 2011.
- **CIFRE Fellow** (Convention Industrielle de Formation par la REcherche, PARIS, FRANCE), March 2001-March 2004.

- **CEFAG Fellow** (Centre Européen de Formation Approfondie à la Gestion), doctoral program organised by FNEGE (Fondation Nationale pour l'Enseignement de la Gestion des Entreprises), (F), 2002-2003:
  - CEFAG Doctoral Seminar on Methodology and Qualitative Methods in Management Science, LA LONDE LES MAURES, (F), 2002 November 3-8 ;
  - CEFAG Doctoral Seminar on Methodology and Quantitative Methods in Management Science, LILLE, (F), 2002 August 25-30 ;
  - CEFAG Doctoral Seminar on Epistemology and Methodology in Management Science, BARBIZON, (F), 2002 June 23-28.
- **EDEN Fellow** (The European Institute for Advanced Studies in Management's Doctoral Educational Network):
  - EDEN Doctoral Seminar on Measurement Models in Marketing, BRUSSELS, (B), 2002 September 2-6.
- **Grant** (4500 EUR) provided by the French Ministry of Research to reinforce the international academic collaboration between FUCAM (B) & IEP-Strasbourg (F), 2001-2004.

## VI. ACADEMIC RESPONSABILITIES

### A) Conference organiser

- Workshop on Innovation & Trends in Wine Management, June 21, 2013, Dijon.
- International Conference on Innovation & Trends in Wine Management (ITWM), June 22, 2012, Dijon, **Chairman of the Scientific Committee** (more than 50 participants).  
<http://itwmconference.wordpress.com/>  
<http://itwmconference.files.wordpress.com/2012/07/program-of-the-conference.pdf>

### B) Track Chair

- Track Chair of Wine Marketing and Management Track, 2016 Global Marketing Conference, July 21-24, 2016, Hong Kong.
- Track Chair of Fashion, Design, Innovation and Wine Marketing, 2015 Global Fashion Management Conference, June 25-28, 2015, Florence, Italy.
- Track Chair of Wine Marketing and Management Track, 2014 Global Marketing Conference, July 15-18, 2014, Singapore.

### C) Programs

- **Since 2012: Coordinator** of module 2: Art de Vivre; module 3: Food & Wine Tourism and Wine Marketing ; and module 4: Wine product and Tasting Focus in the EcoGastronomy exchange semester between UNIVERSITY OF NEW HAMPSHIRE & Burgundy School of Business.
- **2009-2013: Head of Module** "Institutional and Personal Communication" in Certificate (continuing education) in Marketing Strategy, Communication and e-Business (HEC GENEVA, University of Geneva, Switzerland).
- **2011-2013: Head of Module**, "Food, Wine and Culture in Burgundy" in OXFORD-Brookes University & Burgundy School of Business joint Program, Master of Arts in Food, Wine and Culture.
- **Sept 2009-Feb 2010: Director** of the Master of Science in Management (previously called Business Administration) and Preliminary Program in Management (HEC GENEVA, University of Geneva, Switzerland)/supervision of more than 100 students and 20 professors.
- **Jan 2008-Sept 2009: Director** of the Master of Science in Business Administration and Induction Program in Business Administration (HEC GENEVA, University of Geneva, Switzerland).
- **Sept 2005-Dec 2007: Academic coordinator** for the Master of Science in Business Administration and Induction Program in Business Administration (HEC GENEVA, University of Geneva, Switzerland).

### D) Scientific Committee of Programs

- **Since 2009:** Member of the Scientific Committee of the Master of Science in Wine Business, Burgundy School of Business, Dijon, France.
- **2005-2014:** Member of the Scientific Committee of the Master of Science in Management and Preliminary Program in Management, HEC GENEVA.

### E) International Research Committee

- Since September 2007: **member of EIASM's** (European Institute for Advanced Studies in Management) **Programme Development Group** (PDG).

## **F) Scientific Committee of Conferences**

- "Interdisciplinary and International Wine Conference" co-organized by Burgundy School of Business and Brock University, Dijon, July 2009.

## **G) Scientific Committee of Research Centre**

- **Since September 2009:** Member of the Scientific Committee of "Wine Management Institute"/Institut du Management du Vin, Burgundy School of Business, Dijon, France
- **Since 2014:** Swiss Institute for Sustainable Management, Geneva
- **Since 2015:** Romanian Center for Sustainable Management

## **H) Reviewing**

- Since 2012: member of the reading committee of Revue Française de Marketing run by Professor Jourdan (chief-editor).

[http://www.adetem.org/xwiki/bin/view/Space\\_NBAdetemStatic\\_Wiki/ComiteRdactionRFM](http://www.adetem.org/xwiki/bin/view/Space_NBAdetemStatic_Wiki/ComiteRdactionRFM)

### *Journals*

- September 2015: reviewer for the **special issue of International Journal of Wine Business Research**, on "Aesthetics, ephemerality and the luxury of wine: implications for luxury wine marketing and brand management"
- September 2015: reviewer for the **special issue of Journal of General Management** on "The World's Wine Business: General Management Lessons for Insiders and Outsiders"
- August 2015: reviewer for the **special issue of Journal of Business Research** on "Luxury Brand Strategies and Customer Experiences: Design, Fashion, Hospitality, Marketing, Psychology, and Tourism Contributions to Theory and Practice"
- Since July 2015: occasional reviewer for "**International Journal of Entrepreneurship and Small Business**"
- Since September 2013: occasional reviewer for "**Wine Economics and Policy**"
- Since January 2009: occasional reviewer for "**Journal of Business Research**"
- Since September 2007: occasional reviewer for "**Managing Service Quality**"
- Since November 2008: occasional reviewer for "**R&D Management Journal**"
- Since June 2008: occasional reviewer for "**International Journal of Wine Business Research**"

### *Conferences*

- Since January 2015, occasional reviewer for "EMAC"
- Since 2015, reviewer for "**Global Fashion Management Conference**"
- Since 2014, reviewer for "**Global Marketing Conference**"
- Since December 2014, occasional reviewer for the "**Academy of Marketing Science/World Marketing Congress**"
- Since July 2014: occasional reviewer for the "**ANZMAC Conference, Brisbane**" (Australian & New Zealand Marketing Academy)
- Since June 2012: occasional reviewer for the "**Colloque Etienne THIL, Lille**"
- Since March 2012: reviewer for "**International Conference on Innovation & Trends in Wine Management (ITWM)**", Dijon
- Since December 2010: occasional reviewer for "**the Annual Conference of the French Marketing Association**"
- Since January 2008: reviewer for the "**International Conference of the Academy of Wine Business Research**"

### *Books*

- Since November 2010: occasional reviewer for **Pearson editions** (book).
- Since July 2007: occasional reviewer for **Thomson editions** (book).

### *Other*

- Since November 2008: occasional reviewer for the **best student's dissertation award** of the (Belgian) Marketing Foundation.

## **I) PhD program (Oxford Brookes University-Northumbria)**

- **Tutor at the Business School Research Methodology Summer School, Dalyan, Turkey, September 6<sup>th</sup>- 13<sup>th</sup>, 2010** [other tutors: Dr David Bowen and Dr Karen Handley (both OXFORD BROOKES UNIVERSITY), Dr Sandra Corlett and Dr Ike-Elechi Ogba (both NORTHUMBRIA); Dr Toni Hilton (LONDON MET) and Professor Mark Saunders (SURREY)].

## VII. RESEARCH

### **A. PUBLICATIONS (with referees)**

- [8] CAVICCHI A., GILINSKY A., CLAKE A., LECAT B., (2014), Columns, Wine Economics & Policy, Vol. 3, pp. 138–141 (available online November 21, 2014)  
<http://www.sciencedirect.com/science/article/pii/S221297741400026X/pdf?md5=fdb9f0ceebee1aa122f302975c27892d&pid=1-s2.0-S221297741400026X-main.pdf>
- [7] PELET J.-É. & LECAT B. (2014), "Smartphones and wine consumers: A Study of Gen-Y", *International Journal of Wine Business Research*, Special Issue: 2013 AMS Conference, Vol. 26, Issue 3, pp. 108-207.  
**[Abstract]** <http://www.emeraldinsight.com/doi/abs/10.1108/IJWBR-04-2013-0015?journalCode=ijwbr>
- [6] PELET J.-E. & LECAT B. (2012), "Enhancing learning and cooperation through digital virtual worlds", *International Journal of Virtual and Personal Learning Environments*, vol. 3, (2), April-June, pp. 59-76.  
**[Abstract]** <http://www.igi-global.com/article/virtual-worlds-next-asset-virtual/67117>
- [5] ORTH U., STÖCKL A., BROUARD J., CAVICCHI A., FARAONI M., LARREINA M., LECAT B., OLSEN J., RODRIGUEZ-SANTOS C., SANTINI C., VEALE R., WILSON D., (2012), "Using attribution theory to explain tourists' attachments to place-based brands", *Journal of Business Research*, Vol. 65, Issue 9, p. 1321-1327.  
**[Abstract]** <http://www.sciencedirect.com/science/article/pii/S0148296311003717>
- [4] COLMANT B. & LECAT B., (2011), "Le Secret Bancaire Suisse : Quand le gâteau est énorme, chaque Etat en veut une part !", *Cahier du CEREN, numéro spécial sur la géopolitique*, **Working Paper**, N°35, pp. 79-84.  
**[Abstract]** [http://documents.escdijon.eu/pdf/ceren/cahiers\\_35/78.pdf](http://documents.escdijon.eu/pdf/ceren/cahiers_35/78.pdf)
- [3] LECAT B. (2008), "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*, Tome XLVII, vol. 2, pp. 71-83.  
[http://www.cairn.info/load\\_pdf.php?ID\\_ARTICLE=RPVE\\_472\\_0071](http://www.cairn.info/load_pdf.php?ID_ARTICLE=RPVE_472_0071)
- [2] LECAT B. (2006), "La performance des canaux de distribution", Fiche de thèse, *Recherche et Applications en Marketing*, Volume 21, N° 4, pp. 100-102.
- [1] LECAT B., (2003), "Du mono-canal banal au multi-canal infernal : tend-on vers un point d'équilibre ?", *Les cahiers du Numérique, numéro spécial: la finance électronique*, Vol. 4, n°1, Germes-Lavoisier, Paris, pp.131-152. [http://www.cairn.info/zen.php?ID\\_ARTICLE=LCN\\_041\\_0131](http://www.cairn.info/zen.php?ID_ARTICLE=LCN_041_0131)

### **B. BOOK CHAPTERS**

- [8] LECAT B., RUHDORFER F. & SHIBIB W. , STRAUB T. (2015), Chapter Marketing in STRAUB ed., *Einführung in die Allgemeine Betriebswirtschaftslehre, 2. Aktualisierte und erweiterte Auflage*, Pearson Deutschland, pp.94-127.
- [7] LECAT B., STRAUB T. (2015), Chapter Sales in STRAUB ed., *Einführung in die Allgemeine Betriebswirtschaftslehre, 2. Aktualisierte und erweiterte Auflage*, Pearson Deutschland, pp.128-163.
- [6] LECAT B., (2014), Distribution in CHARTERS S. & GALLO J. ed., *Economie et Management du Vin*, Pearson, pp. 209-224.
- [5] LECAT B., (2014), Wine Distribution in CHARTERS S. & GALLO J. ed., *Wine Business Management*, Pearson, pp.193-206.
- [4] STÖCKL A., LICK E., CAVICCHI A., LECAT B., MORENO A., SANTINI C. , TREIBER B., (2014), Chapter 16. The drink driving dilemma in connection with food and wine events: A cross-national evaluation of best-practice solutions from the point of view of generation Y, in CAVICCHI A. and SANTINI C. (ed.), *Food and Wine Events in Europe: A stakeholder approach*, Routledge, pp.213-223.



[3] CHAPUIS C. & LECAT, (2013), Chapter 11. Embedding food and drink culture in SLOAN D. (ed.), Food and drink: the cultural context, Goodfellow Publishers, Oxford, pp.114-133.

[http://www.goodfellowpublishers.com/free\\_files/Chapter%206-f4247699d4f56186c927ea04b338c841.pdf](http://www.goodfellowpublishers.com/free_files/Chapter%206-f4247699d4f56186c927ea04b338c841.pdf)

[2] LECAT B., RUHDORFER F. & SHIBIB W. (2011), Chapter Marketing in STRAUB ed., *Einführung in die Allgemeine Betriebswirtschaftslehre*, Pearson Deutschland, pp.89-119.

[http://www.pearson-studium.de/media\\_remote/katalog/bsp/9783868940466bsp.pdf](http://www.pearson-studium.de/media_remote/katalog/bsp/9783868940466bsp.pdf)

[1] LECAT B., (2011), Chapter Sales in STRAUB ed., *Einführung in die Allgemeine Betriebswirtschaftslehre*, Pearson Deutschland, pp.120-155.

### **C. CONFERENCES (with peer-reviewing process and proceedings)**

[43] LECAT B., CASEAU C., CHAPUIS C., COGAN L., (2015), "How important is "spiritourism" in France? An exploratory study", 1st Culinary and Wine Tourism Conference, October 21-23, Vienna, Austria.

[42] PELET J.-E., LECAT B., EL AMRANI R., PAPADOPOULOU P., "Exploring customer experience with tablets in m-commerce: The case of wine and luxury brands", 2015 Global Fashion Management Conference, Track Fashion, Design, Innovation and Wine Marketing, June 25-28, 2015, Florence, Italy.

[41] LECAT B., (2015), Price premium policy in the Single Malt Scotch whisky industry: is there a trading-up phenomenon within the industry?, 2015 Global Fashion Management Conference, Track Fashion, Design, Innovation and Wine Marketing, June 25-28, 2015, Florence, Italy.

[40] LECAT B., CHAPUIS C., BROUARD J., BIZOT J.-Y., (2015), "Are Burgundy wines too cheap? An investigation on land prices, rent prices, tenant farming and wine price", 2015 Global Fashion Management Conference, Track Fashion, Design, Innovation and Wine Marketing, June 25-28, 2015, Florence, Italy.

[39] LEWIS G., LECAT B., ZALAN T., (2015) " Do the French have superior palates... but no better sense of value? An experimental study", 9th Annual Conference of American Association of Wine Economists (AAWE), May 26-30, 2015, Mendoza, Argentina.

[38] COGAN L., CHAPUIS C., CHARTERS S., LECAT B., (2015), "Key drivers of success for wine tourism in Burgundy: Comparison between Côte d'Or & Beaujolais", 9th Annual Conference of American Association of Wine Economists (AAWE), May 26-30, 2015, Mendoza, Argentina.

[37] LECAT B., LEFUR O., OUTREVILLE J.-F., (2015), "Corks and Risk Perception by Consumers: Experimental investigation", 22<sup>nd</sup> Annual Conference VDQS, Brno, Czech Republic, May 27-30.

[36] KAVOURA A., PELET J.-E., RUNDLE-THIELE S., LECAT B., (2014), "Experience matters: Exploring the experience behavioral loyalty relationship in wine", Wine Marketing and Management Track, 2014 Global Marketing Conference, July 15-18, Singapore.

[35] KIM S. & LECAT B., (2014), "An Exploratory Study to Develop Korean Food and Wine Pairing Criteria", Wine Marketing and Management Track, 2014 Global Marketing Conference, July 15-18, Singapore.

[34] FARRELL T. & LECAT B., (2014) " Alcohol Marketing Regulation: a Comparison between France & the United Kingdom ", Wine Marketing and Management Track, 2014 Global Marketing Conference, July 15-18, Singapore.

[33] FARRELL T. & LECAT B., (2014), "Regulating Alcohol Marketing practices in France & UK", 8<sup>th</sup> International Conference of the Academy of Wine Business Research (AWBR), Hochschule Geisenheim Universität. Germany, June 28-30. ISBN 978-3-00-047628-0

**[Abstract]**

[http://www.hs-](http://www.hs-geisenheim.de/fileadmin/user_upload/Betriebswirtschaft_und_Marktforschung/AWBR_Conference_2014/Abstracts/CB_07_Lecat_Benoit_abstract.pdf)

[geisenheim.de/fileadmin/user\\_upload/Betriebswirtschaft\\_und\\_Marktforschung/AWBR\\_Conference\\_2014/Abstracts/CB\\_07\\_Lecat\\_Benoit\\_abstract.pdf](http://www.hs-geisenheim.de/fileadmin/user_upload/Betriebswirtschaft_und_Marktforschung/AWBR_Conference_2014/Abstracts/CB_07_Lecat_Benoit_abstract.pdf)



[32] BALLANTYNE D., CHAPUIS C., LECAT B., TERBLANCHE N., (2014), "What is the concept of terroir? Part 1: Discussion with Bernard van Berg, a wine-grower in Meursault: a case study on "the most simply wine", 8<sup>th</sup> International Conference of the Academy of Wine Business Research (AWBR), Hochschule Geisenheim Universität. Germany, June 28-30. ISBN 978-3-00-047628-0

**[Abstract]**

[http://www.hs-geisenheim.de/fileadmin/user\\_upload/Betriebswirtschaft\\_und\\_Marktforschung/AWBR\\_Conference\\_2014/Abstracts/CoO\\_01\\_Lecat\\_Benoit\\_abstract.pdf](http://www.hs-geisenheim.de/fileadmin/user_upload/Betriebswirtschaft_und_Marktforschung/AWBR_Conference_2014/Abstracts/CoO_01_Lecat_Benoit_abstract.pdf)

[31] PELET J.-E., LECAT B., KHAN J., LEE L., VIGAR-ELLIS D., MC GARRY WOLF M., RUNDLE-THIELE S., KAVOURA N., KATSONI V., WEGMANN A.-L., (2014), "Influences of M-commerce and Social Media on Wine Purchases: A Multi-Country Study", 8<sup>th</sup> International Conference of the Academy of Wine Business Research (AWBR), Hochschule Geisenheim Universität. Germany, June 28-30. ISBN 978-3-00-047628-0

**[Abstract]**

[http://www.hs-geisenheim.de/fileadmin/user\\_upload/Betriebswirtschaft\\_und\\_Marktforschung/AWBR\\_Conference\\_2014/Abstracts/SMon\\_05\\_Pelet\\_Jean\\_abstract.pdf](http://www.hs-geisenheim.de/fileadmin/user_upload/Betriebswirtschaft_und_Marktforschung/AWBR_Conference_2014/Abstracts/SMon_05_Pelet_Jean_abstract.pdf)

[30] PELET J.-E., LECAT B., KHAN J., LEE L., VIGAR-ELLIS D., MC GARRY WOLF M., RUNDLE-THIELE S., KAVOURA N., KATSONI V., (2014), "Attitudes towards m-wine purchasing: A cross-country Study", 21<sup>st</sup> Annual Conference VDQS, Lyon, France, May 21-24.

**[Abstract]**

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[29] BROUARD Joëlle & LECAT Benoît, (2014), Unperceived Costs: a Dilemma for French Wine-Growers, 21<sup>st</sup> Annual Conference VDQS, Lyon, France, May 21-24.

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[28] BRUNNEDER J., LECAT B, PAULSSEN M., PITT L., TERBLANCHE N., (2014), "How important are the Bordeaux Wine Determinants: analysis from 1981 to 2001", 2014 Monaco Symposium on Luxury, Monaco, April 10-11.

[27] STÖCKL A., ERHARD L., CAVICCHI A., SANTINI C., MORENO-MELGAREJO A., LECAT B., (2013), "The drink-driving dilemma in connection with food & wine events: an evaluation of best practice solutions", Tourism & Management Studies International Conference, University of Algarve, Olhão, Portugal, November 13-16.

[26] CHAPUIS C., CHARTERS S., LECAT B., (2013)," Special Session on Terroir and Wine Marketing – Global Perspectives", Session chaired by Claude Chapuis, 42<sup>th</sup> Academy of Marketing Science (AMS) Annual Conference, Monterey, California, May 15-18.

[25] LECAT B., (2013), "Special Session on Innovation and Wine Marketing", Session chaired by Anthony Chan, 42<sup>th</sup> Academy of Marketing Science (AMS) Annual Conference, Monterey, California, May 15-18.

[24] PELET J.-E. & LECAT B., (2013), "Positive Influence of M-Commerce and GPS on the Group Purchase of Wine for Y-Generation", 42<sup>th</sup> Academy of Marketing Science (AMS) Annual Conference, Monterey, California, May 15-18.

[23] LECAT B., (2013), "The perception of price premium policy for Single Malt Scotch whisky by consumers: Is there a trading-up phenomenon within the industry?", 42<sup>th</sup> Academy of Marketing Science (AMS) Annual Conference, Monterey, California, May 15-18.

[22] PELET J.-E., LECAT B., (2012), " Will Digital Consumption based upon Social Network Systems and Mobiles help to close Producers of Wine to Y-Generation?", wine buyers", Journée de Recherche sur la Consommation Digitale, November 29, 2012, Ecole de Management Léonard de Vinci (EMLV), La Défense, Paris, France.

- [21] PELET J.-E., LECAT B., (2012), "Y-Generation behavior on social networks systems: towards an alternative distribution channel to attract", 15<sup>ème</sup> Colloque Etienne THIL, Lille, November 29-30. <http://fr.slideshare.net/ConsommationDigitale/pelet-et-lecat-definitif>
- [20] CHAPUIS C., LECAT B., (2012), "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 22, Dijon.
- [19] STÖCKL A., LICK E., MORENO-MELGAREJO A., LECAT B., CAVICCHI A. & SANTINI C., (2012), "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 22, Dijon.
- [18] PELET J.-E., LECAT B., PAPADOPOULOU P., (2011), "Enhancing learning and cooperation through digital virtual worlds", International Conference on Education, Research and Innovation, October 21-23, Cairo, Egypt (IPEDR vol.18 (2011), IACSIT Press, Singapore). <http://cgi.di.uoa.gr/~peggy/papers/ICERI%202011.pdf>
- [17] CHAPUIS C. & LECAT B., (2011), "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", Lausanne, Switzerland, October 13-15.
- [16] ORTH U., STÖCKL A., BROUARD J., CAVICCHI A., FARAONI M., LARREINA M., LECAT B., OLSEN J., RODRIGUEZ-SANTOS C., VEALE R., WILSON D., (2011), The role of tourism experiences in attaching consumers to regional brands, 6th International Conference of the Academy of Wine Business Research, BEM- Bordeaux Management School, France, June 9-11, **Best Paper Award**. <http://academyofwinebusiness.com/wp-content/uploads/2011/09/11-AWBR2011-Orth-et-al.pdf>
- [15] LECAT B., PELET J.-E., (2011), "The behavior of the Y-Generation vis-à-vis wine consumption and wine purchase thanks to Digital Social Networks"/Applied Session, 6th International Conference of the Academy of Wine Business Research, BEM- Bordeaux Management School, France, June 9-11. [http://academyofwinebusiness.com/wp-content/uploads/2011/09/56-AWBR2011\\_Lecat\\_Pelet.pdf](http://academyofwinebusiness.com/wp-content/uploads/2011/09/56-AWBR2011_Lecat_Pelet.pdf)
- [14] PELET J.-E., LECAT B., (2011), "Can Digital Social Networks enhance the online selling of Burgundy wine?"/Academic Session, 6th International Conference of the Academy of Wine Business Research, BEM- Bordeaux Management School, France, June 9-11. [http://academyofwinebusiness.com/wp-content/uploads/2011/09/62-AWBR2011\\_Pelet\\_Lecat.pdf](http://academyofwinebusiness.com/wp-content/uploads/2011/09/62-AWBR2011_Pelet_Lecat.pdf)
- [13] FRANCHETTI F., LECAT B., (2011), "BeauneTheorem.com: how to make the wine tasting axioms more understandable?"/Academic Session, 6th International Conference of the Academy of Wine Business Research, BEM- Bordeaux Management School, France, June 9-11.
- [12] BRUNNEDER J., LECAT B., PAULSSEN M., (2011), "Price Determinants of Bordeaux Wine", XVIIIth Conference of Enometrics/VDQS, May 18-20, Angers.
- [11] LECAT B., MULLER B., SMIT W., (2010), "Le phénomène de rareté dans l'industrie du luxe : Comment l'offre limitée influence la perception et la consommation des produits de luxe ? Etude de 4 secteurs : L'industrie horlogère, le prêt-à-porter, les stylos et le champagne", 15<sup>ème</sup> Journées de Recherche en Marketing de Bourgogne, Dijon, France, November 18-19. <http://leg2.u-bourgogne.fr/CERMAB/z-outils/documents/actesJRMB/JRMB15-2010/Lecat%20Muller%20Smit.pdf>
- [10] ORTH U., STÖCKL A., BROUARD J., CAVICCHI A., FARAONI M., LARREINA M., LECAT B., OLSEN J., RODRIGUEZ-SANTOS C., VEALE R., WILSON D., (2010), "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), Portland, USA, May 26 – 29.
- [9] KNECHT L., LECAT B., PAULSSEN M., (2010), "Wine Price Function and its variables", 5<sup>th</sup> International Conference of the Academy of Wine Business Research, University of Auckland, New Zealand, 8-10 February, 2010. <http://academyofwinebusiness.com/wp-content/uploads/2010/04/KnechtLecatPaulssen-Wine-price-function.pdf>

- [8] LECAT B., (2010), "How does the Belgian Wine Industry Work" (case study, Work-in-Progress), 5<sup>th</sup> International Conference of the Academy of Wine Business Research, University of Auckland, New Zealand, 8-10 February, 2010.  
<http://academyofwinebusiness.com/wp-content/uploads/2010/04/Lecat-How-does-the-Belgian-wine-industry-work.pdf>
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- [6] LECAT B., (2009), "How companies should invest in Second Life's virtual world to better reach the avatars' target ?", 8<sup>th</sup> Conference on New Trends in Marketing, Paris, France, January, 16-17.  
<http://www.marketing-trends-congress.com/archives/2009/Materiali/Paper/Fr/Lecat.pdf>
- [5] LECAT B., MULLER B., (2008), "Analyse des campagnes publicitaires des constructeurs automobiles et des perceptions des consommateurs en vue de déterminer les positionnements actuels et futurs des constructeurs automobiles en matière d'écologie: Présentation des résultats préliminaires", 13<sup>èmes</sup> Journées de Recherche en Marketing de Bourgogne, Dijon, France, November, 13-14.  
<http://crego.u-bourgogne.fr/images/stories/jrmb/JRMB13-2008/Lecat%20Muller.pdf>
- [4] LECAT B. (2008), "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", 4<sup>th</sup> International Conference of the Academy of Wine Business Research, Siena, Italy, July, 17-19.
- [3] LECAT B., (2007), "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", 12<sup>ème</sup> Journées de Recherche en Marketing de Bourgogne, Dijon, France, November 8-9.
- [2] LECAT B., (2007), "Design of banking services via traditional conjoint analysis", 14<sup>th</sup> International Conference on Recent Advances in Retailing and Services Science, San Francisco, USA, June 29-July 1.
- [1] LECAT B., (2007), "OPTILOC : an approach to assess the overall (sub)optimality of a network of bank branches", 36<sup>th</sup> European Marketing Academy's Conference, Track: Modelling and Forecasting, Reykjavik University, Iceland, May 22-25.

## **D. WORKING PAPERS**

- [6] LECAT B., (2013), Technical note on Conjoint Analysis Method.
- [5] BRUNNEDER J. LECAT B., PAULSSEN M., PITT L., TERBLANCHE N., (2014), How Important Are Bordeaux Wine Price Determinants? Analysis from 1981 to 2001.
- [4] LECAT B., STÖCKL A., LICK E., CAVICCHI A., MORENO A., SANTINI C., TREIBER B., (2014), Boire ou conduire, il faut choisir! Une étude transnationale auprès de la génération Y des meilleures alternatives existantes pour les manifestations viticoles et gastronomies européennes.
- [3] ATWAL G., CHAUDHURI ROY H., LECAT B., (2013), "Learn Before You Leap: Understanding The Knowledge Transfer Paradigm In The Swiss Luxury Watch Industry".
- [2] ZEYL A. & LECAT B., (2012), "Vente industrielle et CRM jusqu'où peut-on aller?"
- [1] BULTEZ A., LECAT B., (2003), "On the Monitoring of Retail Networks: technical draft sketching a realistic model-based approach to the control of locations of retail business units within a competitive environment", Summer 2003, *CREER*, Mons, (B).

## **E. PUBLICATIONS (without referees)**

- [7] FARRELL T. & LECAT B., (2015), Tribune on "UK vs France: the differences in marketing regulation of alcoholic drinks", Harpers.co.uk, March 6.

[6] CHAPUIS C. & LECAT B., (2012), "Les Noms Saints au travers des Appellations Bourguignonnes", Numéro spécial de Pays de Bourgogne: Les climats, N°231, Janvier, pp.76-79.

[5] LECAT B., (2011), "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-porter du vin : du luxe au discount, où vont les vins, 21 octobre 2010, actes édités en septembre 2011, pp 12-23.  
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[4] LECAT B., (2010), Quelle stratégie adopter pour que la viticulture languedocienne sorte de la crise: avis de Benoît LECAT, Paysan du Midi, 29 octobre.

[3] LECAT B. (2010) interviewé par Sylvain de Marco, "Vous n'imaginez pas tout ce que la pub sait faire pour vous", Cahier SI, Publication commune du Théâtre Forum Meyrin, Théâtre de Carouge et Atelier de Genève, N° 7, Janvier-Février, pp. 134-135.

[2] LECAT B., (2007), "Le Touriga Nacional de la Quinta dos Roques", Mathusalem, Feuille d'information n° 4, 16 janvier.

[1] LECAT B., (2006), Synthèse de la thèse de doctorat en Sciences de Gestion "*La performance des canaux de distribution bancaires*", Fucam Liaisons, Février.

## **F. COMMUNICATIONS (INVITED SEMINARS & PROFESSIONAL SPEECHES)**

[27] LECAT B., (2015), "Why does the wine industry need marketing?" in Special Session on The Magic of Wine: What Makes Wine the Most Fascinating Marketing Product of All?, Second bi-annual Wine Marketing Conference: Innovations and Best Practices in Wine Business, Il Vittoriale degli Italiani & Università degli Studi di Brescia in Gardone Riviera, Garda Lake, Italy, July 11-12.

[26] BALLANTYNE D., CHAPUIS C., LECAT B., TERBLANCHE N., (2015), "Old world and new world wine concepts of terroir: Global thought leaders", Second bi-annual Wine Marketing Conference: Innovations and Best Practices in Wine Business, Il Vittoriale degli Italiani & Università degli Studi di Brescia in Gardone Riviera, Garda Lake, Italy, July 11-12.

[25] LECAT B., (2015), "Fundraising in a competitive world", WVIT Department, Cal Poly, San Luis Obispo, USA, May 21.

[24] LECAT B., (2015), "Should we innovate in the wine industry? Some ideas to great the gap", WVIT Department, Cal Poly, San Luis Obispo, USA, May 20.

[23] LEWIS G., LECAT B., ZALAN T., (2015) " Do the French have superior palates... but no better sense of value? An experimental study" , Burgundy School of Business, School of Wine & Spirits Business, Research Meeting, Dijon, April 16.

[22] LECAT B., (2014), "Innovation and trends in the Wine and Spirits industry", University of Geisenheim, Germany, July 2.

[21] LECAT B., (2014), "Challenges for the German Wine (and beverage sector): Solutions from Business Administration: 30 opportunities to catch", University of Geisenheim, Germany, July 2.

[20] LECAT B., (2014), "Le Management des Marques de Luxe", HEG, Geneva, June 20.

[19] LECAT B., (2014), "La marque: pourquoi? Pourquoi l'étendre et jusqu'où peut-on le faire?", HEG, Geneva, June 20.

[18] FARRELL T., CHEN S., LECAT B., (2014), "Luxury Brand Marketing - An International Perspective", International Research Collaborations Conference, 11<sup>th</sup> June, Oxford Brookes University.

[17] LECAT B., (2013), "The Belgian beer Market: an overview", School of Wine & Spirits Business, Dijon, September 19.

[16] CHAPUIS C., CHARTERS S., LECAT B., (2013), "Is terroir just a conveniently untranslatable French term? Part 1: the case of France", Oxford Brookes & ESC Dijon 4<sup>rd</sup> Joint-Conference, June 24, Dijon.

[15] FARRELL T., LECAT B., (2013), "An International Comparative Analysis of Stakeholders' Perceptions of Alcohol Marketing Regulations (Phase 1)", Oxford Brookes & ESC Dijon 4<sup>rd</sup> Joint-Conference, June 24, Dijon.

[14] CHAPUIS C., LECAT B., CHARTERS S., (2013), "The exceptions of exceptional terroirs: the case of Burgundy vineyard: theory and practice...", Workshop on Innovation & Trends in Wine Management, June 21, 2013, Dijon.

[13] CHAPUIS C., COGAN L., LECAT B., (2013), "Food and Wine Tourism in Burgundy", Dominican University's Wine Marketing Conference: Innovations and Best Practices Conference 2013, Dominican University of California, San Rafael, Sonoma county, May 12, **Best Communication Award**.

[10-12] LECAT B. (2013), series of speeches for the Mexican Wine and Tequila Industry on

- "Innovations and Trends in the Spirit Industry: Are the best-practices from the Whisky Industry transferable?" in Guadalajara, Mexico, in partnership with TEC de Monterrey, May 7, 2013.
- "Innovations and Trends in the Wine Industry: analysis from a strategic marketing point of view", in Tijuana, Mexico, in partnership with TEC de Monterrey, May 8, 2013.
- "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?" in Ensenada, Mexico, in partnership with TEC de Monterrey, May 9, 2013.

[9] FARRELL T., LECAT B., (2012), An international comparative analysis of stakeholders' perception of alcohol marketing regulations, Oxford Brookes & ESC Dijon 3<sup>rd</sup> Joint-Conference, May 30, Oxford.

[8] CHAPUIS C., LECAT B., Case study on food and drink cultures in Burgundy, Oxford Brookes & ESC Dijon 3<sup>rd</sup> Joint-Conference, May 30, 2012, Oxford.

[7] FRANCHETTI, LECAT, (2011), "The Theorem of Beaune: how to make the wine tasting axioms more understandable?", Oxford Brookes & ESC Dijon 2<sup>nd</sup> Joint-Conference, May 10.

[6] LECAT B., (2010), "Du Prêt à Porter à la Haute Couture du vin : le modèle bourguignon", Université de la Vigne et du Vin du Pays Corbières & Minervois, Octobre 21.

[5] KNECHT L., LECAT B., PAULSSEN M., (2010), "Wine Hedonic Price Function: The Case of Bordeaux Wines", Oxford Brookes & ESC Dijon 1<sup>st</sup> Joint-Conference, May 25-26.

[4] KNECHT L., LECAT B., PAULSSEN M., (2009), "Wine price function and its variables", 1<sup>st</sup> Research Day Western Switzerland, Lausanne, June, 4.

[3] LECAT B., "Buying decision with French wine: how important is the type of stopper? A comparison between French and French-speaking Swiss consumers", ESC Dijon, France, May 23, 2008.

[2] LECAT B., "OPTILOC: an approach to model the OPTImal LOCation of a network of bank branches":

- (2008), Atelier de publication en Anglais, Association Française du Marketing, HEC-Paris, September 25, 2008 & March 6, 2009
- (2007), Workshop on Writing and Publishing, The European Institute for Advanced Studies in Management, Brussels, Belgium, March 5-6.
- Paper also presented at:
  - FUNDP (Namur-Belgium), 18<sup>th</sup> February 2008
  - FUCAM (Mons-Belgium), 3<sup>rd</sup> March 2008
  - ESC-Lille (France), 28<sup>th</sup> March 2008
  - HEC Geneva (Switzerland), 3<sup>rd</sup> April 2008
  - ESCP-EAP (Paris), 9<sup>th</sup> April 2008.

[1] LECAT B., (2003), "*Un nouveau mode de partenariat et de financement de la recherche doctorale : le contrat CIFRE*", Mini-Fête de la Recherche, FUCAM, Mons, (B), 2003 September 12.

## **G. PUBLIC REPORT**

[1] ANTILLE GAILLARD G., DUMONTIER P., LECAT B., TELLEZ J., "Evaluation de la politique de promotion économique du canton de Genève ", *University of Geneva*, May 2006, 159 pages.  
[http://www.unige.ch/gsem/lea/recherche/Audit/OPE\\_Rapportfinal\\_213.pdf](http://www.unige.ch/gsem/lea/recherche/Audit/OPE_Rapportfinal_213.pdf)

## **H. DOCTORAL COLLOQUIUM/SEMINARS**

[6] LECAT B. (2003), Presentation of the thesis' proposal, FUCAM, Mons, Belgium, 2003 June 8.

[5] Selected for 16<sup>th</sup> *EIASM/EMAC Doctoral Colloquium*, University of Strathclyde, Glasgow, (U.K.), 2003 May 18-20.

[4] LECAT B., (2002), "*Distribution channels performance: An illustration within a large French Bank : how to identify determinant channels' attributes*", (written in French), CEFAG Doctoral Seminar on Methodology and Qualitative Methods in Management Science, La Londe les Maures, (F), 2002 November 3-8.

[3] LECAT B., (2002), "*Distribution channels performance: An illustration within a large French Bank*", International Doctoral Seminar in Retailing Research, 5<sup>th</sup> Conference Etienne THIL, La Rochelle, (F), 2002 September 23-27.

[2] LECAT B., (2002), "*Distribution channels performance: An illustration within a large French Bank : development of a diagnostic tool allowing the identification of opportunities in term of optimal network relocation*", (written in French) CEFAG Doctoral Seminar on Methodology and Quantitative Methods in Management Science, Lille, (F), 2002 August 25-30.

[1] LECAT B., (2002), "*Distribution channels performance: An illustration within a large French Bank : Methodology*", (written in French), CEFAG Doctoral Seminar on Epistemology and Methodology in Management Science, Barbizon, (F), 2002 June 23-28.

## **I. MISCELLENIOUS**

[7] Préface of the book by CHEVRIER P., (2015), "100 Eaux-de-vie, liqueurs et spiritueux extraordinaires Collection enrichie par une encyclopédie des boissons distillées, fermentées et macérées du Monde d'hier et d'aujourd'hui", Glénat

[6] Interviewed by Vinul (leading wine magazine in Romania), (2014), "In tarile producatoare, lumea bea mai puțin, dar mai bun", Nr 73, pp. 32-33.

[5] Advisor for a MOOC's (Massive Open Online Course) project run by Professor Lewis (Melbourne Business School), Australian Government Organisation of Learning & Teaching grant to develop a MOOC entitled Strategic Management in the International Wine Industry – a Course in Applied Strategic Thinking.

[4] Interviewed by Business Conexión (Mexico), "Sobre la industria del vino en Baja California", N°29, July-August, 2013. [http://www.businessconexion.info/articulos/dr\\_benoit\\_lecat](http://www.businessconexion.info/articulos/dr_benoit_lecat)

[3] Interviewed by Business Conexión (Mexico), "Taller de Innovación y Tendencias en el Sector Vinícola/A Workshop about Innovation and Trends in the Wine Industry for Baja's Wine Makers, N°28, May-June 2013, pp.58-59.

[2] Interviewed by Michael Gerber (*Schweizer Fernsehen*), January 29, 2010 on repositioning of the luxury company Caran d'Ache.

[1] Debate on misleading advertising with B. MULLER (HEC Lausanne) and E. GRIPON (journalist), *Café des Sciences, Forum de Meyrin*, Geneva, Switzerland, February 4, 2010.  
<http://www.meyrin.ch/jahia/webdav/site/meyrin/shared/Janvier%202010%20No%20115.pdf>

## VIII. CONSULTANCY

[7] Since 2009, adviser for SME's in the luxury sector: a.o. cigar industry, wine industry and on-measure furniture but also shoes, bags, Public Administration and some specialised funds.

[6] Swiss Watch Makers, Seminar on how to reposition the brand, July 7, 2011.

[5] Three-Days Seminar on Wine Branding Strategies, Al Ahram Beverages Company (ABC)/Heineken Egypt, Dijon, February 28- March 1-2, 2011.

[4] Association des Intérêts de Carouge (Storekeepers' Association), Switzerland, "*Survey on the perception of Carouge's stores by consumers*", April 2010.

[3] Seminar on Branding, UICC, International Union Against Cancer, Geneva, August 20, 2009.

[2] Department of Economy, Employment and Foreign Affairs, Republic of Geneva, "*Evaluation of the economic promotion policy*", October 2005-June 2006 (budget 80.000 CHF).

[1] Crédit Mutuel, "Optimal location of a network of bank branches", Clermont-Ferrand, France, 2005.

## IX. TEACHING ACTIVITIES

### A. Current Teaching Activities 2015-2016

- **Cal Poly**
  - **BACHELOR OF SCIENCE IN WINE AND VITICULTURE:**
    - Global Wine & Viticulture
- **Guest-speaker (December 18, 2015):** Gembloux Agro-Bio Tech, University of Liège (Belgium),
  - **Certificat universitaire arômes et innovation:** *Speech on innovation and marketing of wine, beers and spirits (3h)*

### B. Previous Teaching Activities

Academic year	Face-to-face teaching
2014-2015	330 hours
2013-2014	378 hours
2012-2013	405 hours
2011-2012	315 hours
2010-2011	350 hours
2009-2010	370 hours



## FRANCE

- **ESC Dijon 2009-2015**
  - **BACHELOR IN BUSINESS (1.5 ECTS each):**
    - 2010-2014: Distribution systems (15h), Distribution Strategies (15h),
    - 2009-2014: Sales Fundamentals (15h).
  - **MASTER IN MANAGEMENT (1.5 ECTS each):**
    - 2012-2013: Applied marketing research (6h\*),
    - 2010-2014: Strategic Marketing (21h),
    - 2011-2012: International Marketing (15h),
    - 2009-2010: Marketing Mix (21h), Services Marketing (15h\*).
  - **MASTER OF SCIENCE IN WINE BUSINESS [3 ECTS each]:**
    - 2013-2015: Distribution & Prowein (15h), Grapes and Wines of the World (51h30, including tasting session and class on spirits), & Wine Evaluation WSET 3 (27h; tasting: 21h).
    - 2012-2015: Wine Market (15h/30h),
    - 2012-2013: Wine Placement, Pricing and Sales (15h/30h),
    - 2011-2012: Wine Strategic Marketing (30h), Wine Negotiation & Sales (15h),
    - 2010-2011: Wine Distribution (15h),
    - 2009-2011: Wine Consumer Behaviour (15h), Wine Marketing Research (15h),
    - 2009-2010: Global Wine Business (15h), Applied Wine Marketing (15h).
  - **MASTER OF SCIENCE IN WINE MANAGEMENT:**
    - 2014-2015: Grapes and Wines of the World (51h30, including tasting session and class on spirits) & Wine & Wine Evaluation WSET 3 (27h; tasting: 21h).
  - **MASTER OF SCIENCE IN INTERNATIONAL TRADE OF WINE AND SPIRITS [=Mastère Spécialisé en Commerce International des Vins & Spiritueux (CIVS)] (3 ECTS, taught in French):**
    - 2013-2015: Class on spirits (3h),
    - 2013-2014: Class on Beers (2h),
    - 2010-2015: Wine Operational Marketing (30h\*).
  - **INTERNATIONAL PARTNERSHIP**
    - **UNIVERSITY OF NEW HAMPSHIRE EcoGastronomy semester at Burgundy School of Business, 2012-2015:**
      - Module 2: Art de Vivre (food in practice: 15h & field trip: 15h);
      - Module 3: Food & Wine Tourism and Wine Marketing (wine marketing: 15h & field trip: 15h);
      - Module 4: Wine product and tasting focus (Tasting & field trip: 15h)
    - **Master of Arts in Food, Wine and Culture in partnership with OXFORD BROOKES UNIVERSITY (3 ECTS), 2011-2013:**
      - Food, Wine and Culture in Burgundy, (one intensive week).
    - **Specific program with ROOSEVELT UNIVERSITY, CHICAGO, 2010-2011 & 2013-2014:**
      - Marketing Communication in France, class on Marketing of Fine Wines, March 10, 2014 & March 8, 2011.
  - **Continuing Education: Executive MBA (3 ECTS):**
    - **2009-2013:** Strategic Marketing (30h\*).
- **Other Business Schools**
  - **ICN Business School-Nancy:**
    - **March 2014, Master of Science in Design and Luxury Management:** Wine & spirits (6h).
  - **ESC Rouen:**
    - **December 6, 2008:** seminar on bank marketing (6 hours, \*).
    - **November 30, 2007:** seminar on bank marketing (6 hours, \*).
  - **EDHEC, Lille, 2002:**
    - Session related to the "*Retailing of financial services*", (\*) in lecture of Marketing Services, elective for last year's student, 29<sup>th</sup> November 2002 & 6<sup>th</sup> December 2002.

## **SWITZERLAND**

- **HEC GENEVA, 2005-2015 (3 ECTS for each class):**
  - **Master of Science in Business Administration (2008-2015):**
    - Management of Luxury Goods (30h).
  - **Master of Science in Business Administration (2005-2011):**
    - 2005-2010: Management Simulation (case study on the management of an airport,
    - 2005-2011: Services Marketing and Business-to-Business Marketing (30h),
    - 2005-2008: Marketing Research (30h\*).
  - **Bachelor in Business Administration (2005-2009/2011-2012):**
    - Marketing Communications (30h\*).
    - Seminar on how to make a questionnaire, December 4, 2006, Junior Entreprise Genève, JEG. (3h)
- **HEC LAUSANNE, 2008-2011 (invited Professor)**
  - **Bachelor in Management (2008-2011):**
    - Principles of Marketing (3 ECTS, 30h\*).
  - **Master of Science in Management (2010-2011)**
    - Luxury management (3 ECTS, 30h).
- **Executive program**
  - **HEC GENEVA, 2009-2014:**
    - **Certificate (continuing education) in Marketing Strategy, Communication and e-Business:** Communication (15h\*).
  - **HEC GENEVA, 2009-2012:**
    - **Certificate (continuing education) in Modern Management for Non Profit Organizations (3 ECTS):** module communication and promotion (15h).
  - **HEC GENEVA, 2008-2010:**
    - **Executive MBA: Marketing** [3 ECTS, 30h].
  - **HEC GENEVA, 2005-2007:**
    - **Certificate (continuing education) in Marketing Strategy, Communication and e-Business:** Marketing Tools (*qualitative methods, secondary data, marketing models*).

## **AUSTRIA**

- **Erasmus Exchange, 2011-2013** with Fachhochschulstudiengänge Burgenland GmbH, Eisenstadt, Austria:
  - class on Internationales Weinmarketing, June 1-4, 2012.
  - class on Wine Tourism for Professionals in France, May 3-4, 2013

## **ROMANIA**

- **UNIVERSITY OF BUCHAREST (Guest-lecturer), 2012-2015**
  - **Master Program in Business Administration, UNESCO Department in Inter-cultural and Inter-Religious Exchanges:**
    - Supply Chain Management and Logistics, April 8-12, 2013.
    - Business Communication & Supply Chain Management, February 3-14, 2014.
    - Business Communication, October 21-23, 2015 & Theory and Practice of Business Administration, May 7-9, 2015

## **BELGIUM**

- **MONS FORMATIONS, Cuesmes, 2004-2005:**
  - Advertising, (30h\* with Fabien BOURGIES);
  - Marketing Research (30h\*), Mons Formations, Cuesmes, (B), 2004-2005.
- **FUCAM, INUFOP, Mons, 2004-2005** (*under the direction of Nadia SINIGAGLIA*):
  - Exercises' sessions in Strategy (30h\*, Markstrat simulation).

## X. EXPERIENCES & SKILLS

- In progress** Founding Member of "Geneva Havana Lounge", Geneva , (CH).
- 2010-present** Member of Serial-bottler Wine Tasting Group focused on old vintages' tasting, Geneva (CH).
- 2009-2011** Member of the Board of Advisors, AIESEC GENEVA (CH).
- 2003-2005** Member of the board of "Les Vignes de Léo", Hellemmes-Lille, (F).
- 2002-2005** Founding Member and President of a cigar club, "*Les cigares du PharaMons*", Mons, (B).
- February 2002** Co-organiser of the European Week at the IEP-Strasbourg, (F) (Institute of Political Studies).
- 1999-2004** Member of the board of the Alumni's Association [ALIFUCAM, Mons, (B)].  
(Responsible for the Commission in charge of the organisation of the Association's Centenary).
- 1997-1998** President of the Students' Guild [FUCAM, Mons, (B)] & students' Representative in the University's Board.
- 1995-1997** Students' Representative in the University's Executive Committee [FUCAM, Mons, (B)].
- 1996-97-98** Students' Representative in the National Belgian Students Fair (job) [FUCAM, Mons, (B)].
- Sept/ Dec 95** Sales Responsible [Province of Hainaut, (B)] for a press company (OFUB).

**Computer skills** Word, Excel, PowerPoint, Windows, SPSS, SAS.

### **Wine Seminars/Certification**

- 2014: **Certified Sherry Educator**, Consejo Regulador Jerez-Xérès-Sherry y Manzanilla-Sanlúcar de Barrameda, October 1-3, 2014.
- 2012-2014: Level 4 **Diploma in Wines and Spirits**, WSET.
- 2011: Level 3 **Advanced Certificate in Wines and Spirits**, WSET.
- April 13-14, 2002, Seminar on "**Vins d'Alsace**", Ecole des Vins d'Alsace, Comité Interprofessionnel des Vins d'Alsace;
- February 4-6, 2002, Seminar on "**Terroirs des grands crus de Bourgogne**", Ecole des Vins de Bourgogne, Bureau Interprofessionnel des Vins de Bourgogne, Beaune;
- April 3-6, 2001, Seminar on "**Tasting**", Université de Suze-la-Rousse;
- October 16-18, 2000, Seminar on "**Bourgogne et Millésimes**", Ecole des Vins de Bourgogne, Bureau Interprofessionnel des Vins de Bourgogne, Beaune.

## XI. MULTICULTURAL EXPERIENCES

- Since 2009** Lives in DIJON, FRANCE
- 2005-2009** Lived in GENEVA, SWITZERLAND.
- 2001-2004** Lived in PARIS, FRANCE.
- 1999-2000** Lived in LEUVEN, Flemish part of BELGIUM.
- 1998-1999** Lived in BIRMINGHAM, U.K.

## XII. INTERESTS

**Interests in** Gastronomy, Wine, Cigars, Craftmanship, International Relations and Marketing.

**Miscellaneous** Good in animation (in French & English), driving license.

*The last update was on 1 October 2015.*