

BEERONOMICS 2019

11-14 June 2019

Pilsner Urquell Brewery (Czech Republic)

Tuesday, 11 June 2019: University of West Bohemia in Pilsen				
16.00-17.30		Registration		
17.30-18.00		Welcome speech by Emil Vacík, Jan Pokrivčák, Jo Swinnen		
18.00-19.00		Keynote Speech		
		Jo Swinnen: A Comparative and Historical Analysis of Changes in the Brewing Industry		
		Robin Goldstein: The economics of pretention: lessons from beer		
19.00-21.00		Welcome Reception		
Wednesday, 12 June 2019: Pilsner Urquell Brewery				
Time		Session 1A	Session 2A	Session 3A
8:30-9:00		Registration		
9.00-11.00	Chair:	Imre Ferto	Sara Savastano	David Martinčík
		Cary Cavnar, Tom Wahl and James Seale Jr.	Aron Torok, Attila Jambor and Lili Jantyyik	David Martincik and Olga Sojková
		The Impact of the US-China Trade War on Craft Beer Exports	Competitiveness in global beer trade	Beer and Bread: Real Business Cycle in the Neolithic
		Imre Ferto	Aria Ardalan and Sebastian Kessing	Martin Stack, Neil Reid and Myles Gartland
		Economic crisis and the duration of world beer export	Tax Pass-through in the European Beer Market	The King of Beers meets a Kingdom of Beers: Changing Dynamics in the US Beer Market from 1933-Present
		Imre Fertő, Tibor Bareith and Arnold Csonka	Lili Jantyyik, Jeremiás Máté Balogh and Áron Török	Eline Poelmans, John A. Dove and Jason E. Taylor
		Profit persistence in Hungarian beer industry	Factors influencing economic performance of the Hungarian breweries	What Factors Influenced the Timing of State-Level Prohibitions Prior to 1920?
		Zoltán Bakucs	Neil Maltby and Angus Rawling	Neil Maltby and Rachel Dickey
	The role of trade network centrality in the intra-EU beer trade	Brewing up Success? Financial Performance of Canadian Craft Brewers	What's in a Name? Craft Beer Branding Strategies in Atlantic Canada	
11.00-11.15		Coffee Break		
11.15-12.00		Keynote Speech		
		Josef Patzák (Hop Research Institute Saaz, Czech Republic): Economic aspects of hop production in Czech Republic		
12.15-13.30		Lunch - Formanka		
12.30-14:00		Executive Committee Meeting		
13:30-14:00		Rudolf Šlehofer (Pilsner Urquell, Tourism&Heritage Manager, Czech Republic) : History of Pilsner Urquell from economic perspective		
		Session 1B	Session 2B	Session 3B
14.00-15.00	Chair:	Ignazio Cabras	Thomas Rattinger	Tomas Maier
		Simon Loretz	Bart Watson	Andre Sammartino and Sam Holloway
		Trade effects of beer excise taxation	Determinants of Brewery Onsite Sales in the United States	Do craft beer collaborations win hearts and minds?
		Wiktor Maszkowski	Martin Jamrich and Ján Pokrivčák	Tomas Maier
	Changes in the hop import structure to Poland as a result of the Craft Beer Revolution	Different Approaches in Estimation of Price Elasticity of Demand for Alcohol in Slovakia	The development of microbreweries in Czech Conditions	
15.00-15.30		Coffee Break		
15.30-16.30		Eva Bielekova, Jan Pokrivcak and Martin Jamrich	Lucia Vargova, Jan Pokrivcak and Miroslava Rajcaniova	Piotr Pachura
		Determinants of international beer exports	Price Transmission along the Beer Supply Chain in Slovakia	Space and place in microbreweries business models
		Simon Pröll, Klaus Salhofer and Giannis Karagiannis	Robin Goldstein	Robert Kenzo Falck
		Markups and Advertising Expenditure in the German Brewing Sector	Volume discount or volume premium? Keg price anomalies in the U.S. retail beer market	Systemic approach of the craft beer sector in Brazil
17:00-18.00		Visit of Pilsner Urquell Brewery		
18.30-23.00		Dinner - Welcome Center		

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Thursday, 13 June 2019: Pilsner Urquell Brewery				
Time		Session 4A	Session 5A	Session 6A
8:30-9:00		Registration		
9.00-11.00	Chair:	Fred Ruppel	Monika Březinová	Christian Garavaglia
		Jacob Burgdorf	Minh Phuong Doan and Piet Sercu	Christian Garavaglia and Riccardo Borgoni
		Exclusive Territories and Efficiency: Evidence from the brewing industry	Buying one's way to the top. AB Inbev v. Heineken	The Diffusion of Small Craft Breweries in Italy: a Spatial Analysis
		Radu Mihailescu	Erik Madsen	Annika Francesca Kloos and Yann de Mey
		Identifying the factors that affect the motivation of tourists of attending the Heineken Beer Festivals in Ho Chi Minh, Vietnam	From Local to Global Competitors on the Beer Market	The strategic success recipe of Belgian, Dutch and German craft beer brewers
		Jan Lichota	Jarrett Hart and Julian Alston	David Wilkinson
		Beer tourism opportunities management by public and private sector: an international overview	Evolving Consumption Patterns in the U.S. Alcohol Market: Disaggregated Spatial Analysis	Attitudes and behavioural traits evident in the independent craft brewers of the North East of England
		Ignazio Cabras, Robert Hornegold and Marco Lorusso	Bartosz Wojtyra, Lukasz Grudzien and Jan Lichota	Květa Papoušková and Anna Peřinová
	The Impact of Beer Events on Local Economies: The case of the Knavesmire Festival at York, United Kingdom	The role of contract brewers in Poland's beer revolution	The brewing industry in Pilsen during the period of the 'First Republic'	
11.00-11.15		Coffee Break		
11.15-12.15		Keynote Speech		
		Katarína Bičanová (Urpiner Brewery, Business Director, Slovakia): From Zero to Hero: Urpiner Brewery		
		Martin Stack: Guinness Goes Global: How Guinness Developed Its Overseas Markets in West Africa, South East Asia, and the West Indies, 1950-1990		
		Martin Jörg: Dealcoholization of beer - NAB as a chance for a „new“ market		
12.15-14.00		Lunch - Varna Gambrinus		
		Session 4B	Session 5B	Session 6B
14.00-15.30	Chair:	Michael McCullough	Jo Swinnen	Klaus Salhofer
		Michael McCullough and Richard Volpe	Victoria Wells, Nadine Waehning, Ignazio Cabras and Kathryn Arnold	Klaus Salhofer
		Is Light Beer the Healthier Choice? Evidence from Scanner Data.	An interdisciplinary empirical application of foraging to consumers' alcohol and pub consumption choices	Overrated or Undervalued: How to Find the Best Craft Beer Deal
		Tom Wahl and James Seale Jr.	Steve Gohmann, Jose Fernandez and Jacob Burgdorf	Stanislav Tripes and Jiri Dvorak
		Assessing US Beer Consumption and Health Attitudes	Does competition influence the quality of new breweries	Competition and competitive advantage of Czech craft breweries
		Trey Malone, J. Robert Serrine, Erin Lizotte and Vincenzina Caputo	Sven Van Kerckhoven, Michelangelo Van Meerten and Casey Wellman	Robert Kenzo Falck and Cláudio José Stefanini
	What's Local Have To Do With It? Exploring Hop Terroir in Craft Beer	Entering Goliath's arena: The rise of new beer in Belgium: how new players contend in a tied (house) market	Facing the world's largest beer giant in its own nest: evolution and perspectives of the craft beer market in Brazil and São Paulo city	
15.30-16.00		Coffee Break		
16:00-17:00		Fred Ruppel		
		Homebrewing Around the World: A Panel Discussion		
17.00-18.00		Closing Remarks		
18.30-23.00		Dinner - Secese, outside		
Friday, 14 June 2019				
9.00-21.30		Field Trips – Departure of buses from Šumavská Street		