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## Editorial

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This special issue of the *International Journal of Economics and Business Research* on wine business and economics provides the highlights of the scholarly work from a variety of business and economics disciplines in an array of multinational contexts. In this issue, we emphasise the multidisciplinary nature of wine international business research by including studies that bring together different theoretical backgrounds from wine economics, wine marketing, wine management, and wine finance. A general solicitation for submissions was made, and all of the papers in this special issue followed the journal's general submission process. In accordance with the journal's general policy, the final selection of papers was made by the guest editor based on the standard refereeing process; and I was asked then to provide an introduction to this issue.

The international wine industry has undergone a significant restructuring; over the last decades there has been a shift in the international production, export and consumption of wine. One factor contributing to this shift is the innovative way in which a number of new world wine producers have embraced a range of R&D practices, including improved viticulture and oenological techniques and management, high level training, knowledge transmission, and technology transfer. The preparedness and ability of many new world wine producers to test and implement many of these practices is complementing their bold approach to branding and global marketing.

In reference to the structural changes that the wine industry has experienced since the second half of the last century, the rise of global wine exports, the consolidation of the wine tourism industry, the appearance and success of wine multinational companies, and the study of the socioeconomic impact of wineries tend to become perhaps the most significant phenomena of this activity. This is not only reflecting the potential for greater international interaction but also impacting on the production level, as well as on the traditional forms of marketing and associated business strategies. Wine is now a global activity and the global wine market is a subject of strong interest to several countries, companies, and consumer organisations of not only the old world but also the new world, and the rest of the world. These changes in the structure of the world wine trade, production, and marketing are important enough to show that in recent decades the wine industry dynamism has shifted from Europe to the world, having now a worldwide perspective.

This special issue features five articles that are intended to help the reader appreciate the array of matters faced by the modern and innovative wine industry and its impact to countries, companies, and communities. Each paper represents a particular reality of this

new and prolific wine industry, with an international business focus. All authors come from very different backgrounds, and their topics of research show the new and diverse agenda of interests that a product such wine may have. Each unique story selected, from wine consumption in Thailand to wine tourism in New Jersey and Connecticut, or foreign affiliates of wine multinationals, wine auctions, and wineries' contribution to the local community proves the diversity of interests in nowadays wine business and economics academics. The five articles selected focus on real problems associated with business practices, and all papers included in this special issue use theoretically grounded analysis to investigate their research questions.

- Article 1: Foreign affiliates of the multinational firms in the wine and spirits industry: location-specific advantages and cultural distance

The article shows that in the past twenty years there has been a major restructuring of the largest wine operators into multinational enterprises (MNEs), and that many firms in the wine, beer and spirits sectors have increased their foreign direct investment and acquired other companies in part because of the belief that only very large players will have the cost advantages necessary to remain competitive in global markets. The article further examines the location-specific advantages of the host country as determinants of investment preferences of the largest MNEs.

- Article 2: Wineries' contribution to the local community: a stakeholder view

The article, an exploratory study, adds to the currently limited literature, adopting stakeholder theory to investigate wineries' contribution towards the community from the perspective of predominantly micro and small Italian winery operators. The findings reveal wineries' strong socioeconomic impacts, particularly through the dissemination of knowledge about the wine region and wine tourism development. In addition to providers, sponsors, guardians and promoters, other important stakeholder groups, such as educators, reorganisers, and engagers were identified.

- Article 3: Sustainable wine tourism development in burgeoning regions: lessons from New Jersey and Connecticut

This article examines wine tourism and economic sustainability at the winery. In addition to the existing literature, two small scales, burgeoning regions (wineries in the states of New Jersey and Connecticut in the USA) are surveyed, analysed and compared to exemplify opportunities in wine tourism sustainability. It is through collaborative marketing efforts of wine associations, wine trails, passport programs, and regional heritage branding that wineries in burgeoning regions can thrive. It is through this cooperative quest for long term sustainability – the combination of the unique environmental, economic and cultural features – of these less known rural regions that will allow smaller wineries to survive.

- Article 4: Economic determinants of wine consumption in Thailand

The article focuses in economic (income), substitution, and price effects. To limit effects in socio-demographic changes, the data spans the recent period of 2007 to 2014. It finds that local wine is an inferior good, imported wine is a luxury good, imported wine and beer are substitutes, demand for local wine is fairly price sensitive (elastic), and demand for imported wine is not sensitive to price increases (inelastic). The article also analyses policy implications for reducing alcohol

consumption, switching consumers between wine and beer for health reasons, increasing government revenues, and protecting local wineries.

- Article 5: Revisiting the declining price anomaly in wine auctions

This article investigates the declining price anomaly in wine auctions. The anomaly refers to the observation that when identical lots of wine are sold sequentially in a single auction, prices are more likely to decrease with later lots. This declining price anomaly is a violation of the ‘law of one price’ and its existence in wine auction prices was confirmed in several empirical studies. Using The Chicago Wine Company’s auction data, we find no evidence of declining prices in sequential wine auctions. The results are robust and consistent across wine price ranges.