Sabbatical Report
Armand Gilinsky, Korbel Professor of Wine Business
Fall Semester, 2015-2016 Academic Year
August 1 – December 31, 2015

To: Dr. Ruben Armiñana, Dr. Melinda Barnard, Dr. William Silver, and Dr. Karen Thompson

Date: January 6, 2016

Below is a brief report to inform you of my activities during a paid sabbatical leave in Fall Semester, 2015.

This report highlights the following activities: (1) My work as founding editor of the Wine Business Case Research Journal (WBCRJ), (2) Intellectual contributions, and (3) Outreach activities.

I. Editorial duties for the WBCRJ

- Website and Scholastica publishing portal went "live" in May 2015; first submissions received in June 2015.

- Processed and reviewed eight (8) cases for Vol. 1, No. 1:
  - Accepted case(s): "Sula Vineyards (B)—Sustainable Growth?" (INDIA)
  - Nearly ready to accept (in 3rd review):
    - "A Local Pub Tries to Keep Up with Changing Preferences" (USA)
    - "Podere Risto: A 'Forgotten' in the Road" (IT)
    - "Creating A Super Luxury Estate Wine Brand" (USA)
    - "Planning in the Poncini Family Business" (IT)
  - Still under review or revision by authors:
    - "Chateau d'Issan" (FR)
    - "Finca Sophenia" (ARG)
    - "The Priorat: An Exceptional Genome" (SP)

- Turnaround time between author’s submission of manuscript and double-blind reviews from 2 reviewers and Editor’s Decision letter is averaging 45 days.

- Prepared and submitted Editor’s Report to all Editorial Board members on November 10, 2015.
• Disseminated the journal’s “Call for Cases” via three e-mailings to some 2,500 academics (August, October, and December) and in person at the 2015 Academy of Management conference, Vancouver, BC (August 2015), North American Case Research Association conference, Orlando, FL (October), and the US Association of Small Business and Entrepreneurship conference (January 2016).

• Recruited five (5) new editorial board members (bringing the total to 20):
  o Dr. Julien Cusin, University of Bordeaux
  o Dr. Cynthia Ingols (Simmons College, USA)
  o Dr. Alberto Mattiacci (Sapienza University of Rome, Italy)
  o Dr. Jeff Shay (Washington & Lee U., USA)
  o Dr. Natalia Velikova (Texas Tech/Texas Wine Marketing Institute, USA)

• Recruited and hired SSU Student and Staff editorial assistants:
  → Nicole Hitchcock (MBA ’15), Assistant Editor (6/1/15 – 11/30/15)
  → Erin Rock (MBA’15 / SSU staff) – Publication Coordinator (12/1/15)
  → Annemarieshka Barton (current wine MBA student, 12/1/15)
  → Tanisha Larsen (current business undergraduate student, wine concentration, 1/4/16).
  → Lauren Wyer (MBA May ’16) who will continue her work until the end of spring semester 2016.

• Convened European editorial board meetings on December 2 and 7, 2015 in Paris and Bordeaux, France, with Julien Cadot (ISG Paris) and Julien Cusin (U. Bordeaux), Tatiana Bouzdine-Chameeva (KEDGE), Pierre Mora (KEDGE), David Rowe (Associate Editor).

• Coordinated and created agenda for 2016 Academy of Wine Business Research wine business education pre-conference session on case research and teaching (to be held on 16 February 2016 in Adelaide, Australia); guest facilitators are WBCRJ Editorial Board members Marlene Reed (Baylor, USA), Jeff Shay (Washington & Lee, USA), and Sharon Forbes (Lincoln, NZ).

• We are on track to publish two (2) online, open access journals consisting of 4-6 cases each year, with planned release dates of May and December.

II. Intellectual contributions

• Published “Naked Wines.com — Disrupting the Wine Industry?” case study (with Dr. Sandra Newton) in the Case Research Journal (35:4, Fall 2015).

• Published Crafting Sustainable Wine Businesses: Concepts and Cases textbook (Palgrave/Macmillan) — October 9, 2015.
• Published “Differentiation Strategies and Winery Financial Performance: An Empirical Investigation” paper (with Dr. Sandra Newton and Dr. Doug Jordan) in *Wine Economics and Policy, Vol. 4, No. 2.*

• Presented “Researching and Writing Cases for Publication” seminar to faculty and doctoral students at EM Strasbourg on December 5, 2015

• Presented “Dimensions of Philanthropy across the Global Wine Industry” at a faculty seminar at KEDGE Business School on December 8, 2015

• Presented “Naked Wines.com” and “Ceja Vineyards” cases at University of Bordeaux Agriculture Program on December 7 and 9, 2015.

• Submitted “Conceptualizing Philanthropy in the Wine Industry” for second review for publication in the *Journal of General Management* (December 21, 2015)

• Received acceptance for “Strategy and Leadership in U.S. Wine Businesses: 15 Years On” (co-authored with Dr. Rob Eyler), 9th AWBR conference, Adelaide, Australia, February 2016

• Received acceptance for two papers, “Progressive Change in the US Wine Industry, 1999-2015” and “Dimensions of Philanthropy across the Global Wine Industry” to be presented at the Western Academy of Management (Portland, OR) meeting in March 2016

• Submitted article “Are You Ready for Digital Case Studies” for 1st review at the *Case Research Journal* (November 13, 2015)

• Planned field research on wine business philanthropy with Dr. Sharon Forbes (Lincoln University, New Zealand) commencing March 2, 2016:
  - Dr. Forbes has now planned visits to SSU to further our collaboration, prepare and send the survey, and to meet with selected representatives of our regional wine industry to conduct on-site interviews and field case study research
  - WBI Board members Caroline Bailey, Alex Ryan, and Barbara Talbott have agreed to work with us on the study

• Commenced work on *Teaching and Crafting Outstanding Cases* (working title) trade book for case writers (with Dr. Jeff Shay, Washington & Lee U.) during October 2015


III. Outreach activities

• Met Rajeev Samant and Kerry Damskey, co-founders of Sula Vineyards, Nashik, India, who invited me to India to develop a video case study on Sula’s role in promoting wine tourism in India (probably looking at January or February 2017)
• Developed collaborations with colleagues in India to facilitate above planned research
  - Teidor Lyngdoh, Indian Institute of Management, Kozhikode
  - Dr. Arpita Srivastava, XLRI Jamshedpur School of Business and Human Resources

• Met with Rachel Price-Kreitz, International Programs, EM Strasbourg on 11/10/15 at SSU to discuss future student/faculty exchanges between our schools

• Conducted site visit on December 4, 2015, to Les Grands Chais de France / Ecole du Vin, Marlenheim, France, for a case study on France’s largest wine business ($925 million in sales), meeting with:
  - Coralie Haller, Professor of Business, EM Strasbourg
  - Cyril Treuillet, Master Sommelier
  - Orianne Helfrich, Marketing Director, Arthur Metz

• Invited Tim Wallach, Benziger Wines, to attend BUS 591 class on 1/26/16 to get a flavor of our program: currently have four (4) wine MBA students interested in crafting case studies about Benziger.

• Developed collaborations with Chinese colleagues interested in writing cases about Chinese / Hong Kong wine businesses:
  - Dr. Qin Ma, Chinese Agricultural University
  - Dr. Lisa Zhao, Seattle University
  - Dr. Xiaohua Yang, University of San Francisco

• Developed collaborations with colleagues in South America to create new cases – possible field visit in March or April 2016 or 2017 — and WBI student recruitment:
  - Dr. Tania Casado, Universidad de Sao Paulo, Brazil
  - Dr. Daniel Friel, Universidad de San Andres, Buenos Aires
  - Lucía Romero Marcuzzi, managing director, Bodega El Porvenir de Cafayate, Boutique Winery in Cafayate, Salta, Argentina (works with Paul Hobbs)
  - Javier Marino, past Director of Sociedad Argentina del Vino
  - Dr. Javier Silva, Head of Marketing Dept., IAE Universidad Austral, Buenos Aires
  - Manuel Pereyra Terra, Director of Corporate Finance, Eneuerbar, Universidad de San Andres, Buenos Aires

Thank you all for reading this report of my sabbatical activities for Fall Semester 2015. I am grateful for the ongoing support of these activities from the School of Business and Economics and the Wine Business Institute.