First Wine Business Case Research Journal Unveiled for Global Wine Industry


Rohnert Park, California – The Wine Business Institute (WBI) at Sonoma State University (SSU) today announced the launch of the Wine Business Case Research Journal, the first academic case journal dedicated to international wine business issues. The new electronic journal will publish semiannually as an industry digest for qualified academics, scholars, students, and industry stakeholders. Case studies featured in the first issue include an examination of a Napa winery’s ascent to luxury brand; the challenges of diversification and leadership transition at two family-owned businesses in northern Italy; and demographic shifts and category expansion for a wine-serving pub in North Carolina.

View the complete first issue of the Wine Business Case Research Journal.

“Our journal advances wine business education by providing scholars and practitioners with cutting-edge, decision-focused research involving real people and real events in global wine businesses. Multimedia and traditional case studies increase student engagement and improve wine industry research, education, public policy, and business practices,” Dr. Armand Gilinsky, Korbel Professor of Wine Business and Founding Editor of the Wine Business Case Research Journal said.

Members of the Wine Business Case Research Journal staff include Founding Editor and Korbel Professor of Wine Business, Dr. Armand Gilinsky; Associate Editor and Bordeaux-based international winemaking consultant, David Rowe; Production Coordinator and Sonoma MBA in Wine Business, Erin Rock; Founding Assistant Editor and winemaker at J Wine, Nicole Hitchcock; Consulting Librarian, Paula Hammett; and Student Editors Marieshka Barton and Tanisha Larsen. The publication’s founding editorial board includes five past editors of academic journals, wine business researchers, and university scholars from the U.S., France, Germany, Spain, Italy, Australia, Mexico, New Zealand, and South Africa.

“Dr. Gilinsky identified a need and an opportunity to close the information gap in the global wine industry. His strong solution was to create a gathering place for the leading minds in wine business. As our international network of scholars and experts continues to grow through this and other exciting projects, so too does our reputation as the global leader in wine business research and education,” Ray Johnson, Director of the Wine Business Institute said.

The Wine Business Institute is currently accepting submissions for the Spring/Summer 2016 issue. Cases are “double blind” reviewed so that authors and reviewers remain anonymous. Cases are published via the Scholastica platform in an open-access format so that authors can retain copyrights to their work. For more information about the contents of Volume 1, Issue 1, including sample case topics and submission guidelines, or to submit case research, please visit the Wine Business Case Research Journal online.

For more information regarding the Wine Business Case Research Journal, please contact wbizcase@sonoma.edu. The Wine Business Institute is an education and research institute of the School of Business and Economics. For more information regarding professional education certificates and seminars, or advanced degree programs in the School of Business and Economics, please visit www.sonoma.edu/sbe, or contact (707) 664-3235 or winebiz@sonoma.edu.