



Olivier GERGAUD

Full Professor of Economics
KEDGE – Bordeaux Business School
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EDUCATION

- 2009 Accreditation to Supervise Research, Sciences-Po Paris
2000 Ph.D. in Economics – Université de Reims
1994 M.Sc. in Applied Microeconomics, Univ. de Paris-I (Panthéon-Sorbonne)

EXPERIENCES AT KEDGE BUSINESS SCHOOL

Courses taught

- 2015 Wine Economics (MVS, MBA)
2014 Managerial economics (ESC, Master)
2011 Principles of economics (EBP, 1st year)
2011-2015 Econometrics (EBP, 5th year)
2011-2015 Economics of sports and culture (ESC, Master)

Research Activities

- 2014-... Research cluster for wine management (head)
2013-... Research cluster for creative industries & culture (member)
2011- 2014 Research cluster for wine management (member)

Advising Students, Directing Projects and Admission Juries

- 2014 Advisor – Master thesis (MVS)
2011 Advisor – Master thesis (ESC)
2011 Admission juries (EBP – Bachelor)
2011 Advisor – Master thesis (ESC)

Other Academic Activities (Program Committees, Links with the Business Community and Institutions of Higher Learning)

Editorial positions: Journal of Wine Economics (advisory board), Journal of Prediction Markets (associate editor).

Refereeing activity: Appetite, American Economic Journal: Applied Economics, American Journal of Agricultural Economics, Applied Economics, Australian Economic Papers, Brussels Economic Review, Business and Society, Cahiers d'Economie et de Sociologie Rurale, Economics Bulletin, Economie et Société, Economie Rurale, Economie et Prévision, Empirical Economics, European Review of Agricultural Economics, Health Promotion International, International Journal of Wine Business Research, Journal of Business Research, Journal of Political Economy, Journal of Sports Economics, Journal of Wine Economics, Louvain Economic Review, Mondes du tourisme, Review of Industrial Organization, Review of Economics and Statistics, Revue Economique, Revue d'Economie Politique, Revue Française d'Economie.

Co-Organizer: Tenth Annual Meeting of the American Association of Wine Economists, Reims (2016), 7^{ème} Journées d'Economie de la Culture et de la Communication (2015), Third Annual Meeting of the American Association of Wine Economists, Reims (2009), Workshop on "Economics of Food and Wine: Expertise, Climate and Terroir", Reims (2006), Oenometrics conference, VDQS (2000).

Special Issue: "Wine" for International Journal of Entrepreneurship and Small Business, 2017.

OTHER PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH

Positions held

2013	Visiting Scholar – New York University, Economics Dept. (Summer)
2011	Professor of Economics – KEDGE Bordeaux Business School
2011	Visiting Scholar – UCLA – Institute of the Env. & Sustainability (Sept.)
2010-2012	Adjunct Professor – Institut d'Etudes Politiques de Paris (Reims Campus)
2008-2012	Adjunct Professor – Reims Management School
2010-2012	Visiting Scholar – Institut d'Etudes Politiques de Paris (Sept. – Dec.)
2010-2012	Visiting Scholar – HEC Montréal – Institute of Applied Economics
2010-2012	Assistant Professor of Economics – Université de Reims – IUT de Troyes

Courses taught

2013	New York University	Intermediate Microeconomics
2011	KEDGE Bordeaux BS	Economics of sports and culture Wine economics Econometrics Microeconomics Managerial economics
2013-2016	Ericome – PhD Universa	Econometrics
2010	University of Bochum	Economics of sports and culture
2009-2012	Sciences-Po Paris	Economics of sports and culture Principles of economics (micro)
2009-2012	Reims Management School	Macroeconomic environment Principles of economics
2001-2010	Université Libre de Bruxelles	Applied econometrics
2008	HEC Montréal	Principles of macroeconomics
1993-2011	Université de Reims	Principles of economics Microeconomics Money and finance Advanced Statistics Introduction to econometrics Mathematics and statistics Statistics for historians
2001-2004	Université de Metz	Applied econometrics
1996-2000	CNAM Champagne-Ardenne	Mathematics and statistics Advanced statistics
2007	ESC Troyes	Principles of economics

DISTINCTIONS

2017	Prize	11th AAWE Conference – Best conference presentation
2013	Appointment	Agence Nationale de la Recherche (SHS)
2011	Research Grant	UCLA – Center for European and Eurasian Studies (mobility)
2011	Research Grant	Région Champagne-Ardenne (mobility)
2013	Appointment	Agence Nationale de la Recherche (SHS)
2007-2011	Appointment	Conseil National des Universités (05)
2002	Prize	12 th ACEI (Cultural Economics) Conference – Best graduate student paper award

2000	Prize	French Economic Association. - Best Ph.D. of the year award
2001	Prize	French Institute for Quality Management – Best Ph.D. of the year award
1996	Prize	VDQS – Œnometrics IV – best paper award
2000-2001	Scholarship	Agence Universitaire de la Francophonie (Post-doctoral)
2000-2001	Scholarship	Région Champagne-Ardenne (Doctoral)

DISTINCTIONS THESIS SUPERVISIONS

	Completed			Current		
	S	CO-S	M	S	CO-S	M
Post-doctorale	0	0	0	0	0	0
Thesis (Doctorat)	0	1	2	0	0	1
Thesis (Maîtrise)	5	0	0	6	0	0
Projects (Maîtrise)	0	0	0	1	0	0

S=Supervisor; CO-S=Co-Supervisor; M=Member of the thesis Committee

Thesis/Projects Supervised

From - To Description

2016	Jeannot Ngoulma, VetAgro-Sup, Clermont Ferrand, Efficacité des stratégies de labels et certification : le cas de l'appellation d'origine protégée sur le marché des fromages d'Auvergne, Thesis Committee
2014-2016	Charlie Bourrel, U. de Montpellier 1, L'analyse économique de la durée optimale de protection des œuvres d'art, Thesis Committee
2012	Philipp Kraft (Doctoral Thesis), Charles University, Prague, The Economics of Beauty, Thesis Committee
2001-2004	Florine Livat (Doctoral Thesis), Université de Reims, The Market for Bordeaux Wines, Co-Supervisor

EXTERNAL/INTERNAL RESEARCH GRANTS

From - To	Source	Project	Type**	Amount
2013-2016	Région Aquitaine	The dynamics of Bordeaux Wine Prices (joint with Bordeaux Wine Economics)		€30,000
2011-2011	UCLA	The Effectiveness of Eco-Labels: An International		\$4,000

		Comparison of the French and California Wine Industry	
2011-2011	Région Champagne- Ardenne	The Effectiveness of Eco-Labels: An International Comparison of the French and California Wine Industry	€2,000

PUBLICATIONS

Books edited

1. « Handbook of the Economics of Wine », O. Ashenfelter, O. Gergaud, K. Storchmann and W. Ziemba, (Eds.) World Scientific, 2017, forthcoming.
2. « Évaluer les politiques publiques de la culture », Gergaud O. and Y. Nicolas (2016) Eds, Paris, Ministère de la Culture - DEPS (Questions de culture), 2016, 240 pages.

Chapter in Books

1. Gergaud O. and Y. Nicolas, « Évaluer les politiques publiques de la culture: éclairages économiques et méthodologiques », in Gergaud O. and Y. Nicolas Eds, Évaluer les politiques publiques de la culture, Ministère de la Culture - DEPS (Questions de culture), 2016, 7-16.
2. Gergaud O., Ginsburgh V. and Y. Nicolas, « Google Trends: un outil pour l'évaluation économique d'évènements culturels? », in Gergaud O. and Y. Nicolas Eds, Évaluer les politiques publiques de la culture, Ministère de la Culture - DEPS (Questions de culture), 2016, 17-44.
3. Gergaud O. and V. Ginsburgh, « *Measuring the Economic Effects of Events Using Google Trends* », in Ateca-Amestoy V.M., Ginsburgh V., Mazza I., O'Hagan J and Prieto-Rodriguez J. (Eds), *Assessing Effective Tools to Enhance Cultural Participation*, Springer Verlag, 2017, Springer Verlag, 337-353.
4. « *Anti-herding behavior among horse-racing tipsters: model and evidence from French data* », in Hausch D, Ziemba W., (Eds.), with B. Deschamps, *Handbook of Investments: Efficiency of Sports and Lottery Markets*, Elsevier, 2008.

Articles published in refereed journals

1. Gergaud O., Livat F., Rickard B. and F. Warzynski (2017), « Evaluating the net benefits of collective reputation: The case of Bordeaux wine », *Food Policy*, 71, 71, 8-16.
2. Coupé T., Gergaud O. and A. Noury (2017) « Biases and Strategic Behaviour in Performance Evaluation: The Case of the FIFA's best soccer player award », *Oxford Bulletin of Economics and Statistics*, forthcoming.
3. Faugère C. and O. Gergaud (2017) « Business ethics searches: A socioeconomic and demographic analysis of U.S. Google Trends in the context of the 2008 financial crisis », *Business Ethics: A European Review*, 26, 271–287.

4. Gergaud O., Plantinga A. and A. Ringeval-Deluze (2017) « Anchored in the past: persistent price effects of obsolete vineyard ratings in France », *Journal of Economic Behavior and Organization*, 133, 39–51.
5. Delmas M., Gergaud O. and J. Lim (2016) « Does organic wine taste better? An analysis of experts' ratings », *Journal of Wine Economics*, 11(3), 329–354.
6. Lunardo R., Gergaud O. and F. Livat (2015) « Celebrities as human brands: An investigation of the effects of personality and time on celebrities' appeal », *Journal of Marketing Management*, 31(5-6), pp. 685-712.
7. Gergaud O., Storchmann K. and V. Verardi (2015). « Expert Opinion and Product Quality: Evidence from New York City Restaurants », *Economic Inquiry*, 53(2), 812–835.
8. Delmas M. and O.Gergaud (2014) « Sustainable certification for future generations: the case of family business », *Family Business Review*, 27(3), 228-243.
9. Coupé T. and O. Gergaud (2013) « Suspicious blood and performance in professional cycling », *Journal of Sports Economics*, 14(5), 546-559.
10. Gergaud O., Ginsburgh V. and F. Livat (2012) « Success of celebrities: talent, intelligence or beauty », *Economics Bulletin*, 32(4), 3120-3127.
11. Gergaud O. and W. Ziemba (2012) « Great Investors: methods, results and evaluation », *Journal of Portfolio Management*, 38(4), 128-147.
12. Gergaud O. and V. Ginsburgh (2010) « Endowments, production technologies and the quality of wines. Does terroir matter? », *Journal of Wine Economics*, 5(1), 3-21
13. Benhamou F., Gergaud O. and N. Moureau (2009) « Les stratégies de différenciation des produits par la télévision. Une analyse économétrique des caractéristiques des films financés par les chaînes », *Economie et Prévision*, 188(2), 101-112.
14. Gergaud O. and V. Ginsburgh (2008) « Endowments, production technologies and the quality of wines. Does terroir matter? », *Economic Journal*, 118, 142-157
15. Vignes A. and O. Gergaud (2008) « Twilight of the idols in the market for Champagne: Dissonance or Consonance in Consumer Preferences », *Journal of Wine Research*, 18(3), 147-162
16. Gergaud O., Montano L. and V. Verardi (2007) « Stardust over Paris gastronomic restaurants », *Journal of Wine Economics*, 2(1), 24-39
17. Deschamps B. and O. Gergaud (2006) « Efficiency in betting markets: Evidence from the English Football », *Journal of Prediction Markets*, 1(1), 61-73
18. Chossat V. and O. Gergaud (2003) « Expert opinion and gastronomy: The Recipe for Success », *Journal of Cultural Economics*, 27, 127-141
19. Gergaud O. and A. Vignes (2000) « Emergence et dynamique du phénomène de réputation. Le vin de Champagne: entre savoir-faire et faire savoir », *Revue d'Economie Industrielle*, 91, 55-74
20. Gergaud O. (1998) « Estimation d'une fonction de prix hédonistiques pour le vin de Champagne », *Economie et Prévision*, 136, 93-105

Articles published in other journals or magazines

1. Gergaud O. (2017) « Les effets pervers sur « la rentabilité et les additions » des étoiles du Guide rouge Michelin », *Le Monde*, 3 mars 2017.
2. Delmas M., Gergaud O. and J. Lim (2016) « Les vins biologiques sont-ils de meilleure qualité? », avec Delmas M. and J. Lim, *La Revue des Oenologues*, n° 161.
3. Ashenfelter O., Gergaud O., Ginsburgh V. and K. Storckmann (2013) « Wine tasting: Is 'terroir' a joke and/or are wine experts incompetent? », *Vox EU*, March 1
4. Gergaud O. and V. Ginsburgh (2012) « La dégustation des vins : terroir sans importance et/ou experts incompetents », *Vitisphère*, December 27
5. Gergaud O. (2012) « Viticulture biologique: accompagner pour rassurer », *Vitisphère*, March 28
6. Gergaud O. and V. Verardi (2007) « Beckham, Pikachu du foot », *Libération*, Rebonds, April 3
7. Gergaud O. and V. Verardi (2007) « Non à la fracture gastronomique », *Le Monde*, Point de vue, January 5
8. Gergaud O. and V. Ginsburgh (2005) « La qualité des vins de Bordeaux se résume-t-elle uniquement à celle de son terroir? », *La Journée Vinicole*, April 29, 21381, 13-15
9. Chossat V. and O. Gergaud (2005) « Opinión experta y Gastronomía. La receta para el éxito », *Turismo y Patrimonio*, 5, 51-62

Communications and/or presentations

1. Workshop “The Importance of Elites and their Demography for Knowledge and Development”: 2016 (Louvain-la-Neuve)
2. Summer School “Social Interactions and Urban Segregation”: 2016 (Rennes)
3. 4th Workshop on Urban Economics (Institut d'Economia de Barcelona): 2016 (Barcelona)
4. Journées d'Economie de la Culture et de la Communication (JECC7): 2015 (Paris)
5. EALE - European Association of Labour Economists conference: 2009 (Tallinn)
6. SOLE - Society of Labor Economists meeting: 2009 (Boston), 2007 (Chicago)
7. IIOC - International Industrial Organization conference: 2009 (Boston), 2006 (Boston)
8. EEA - European Economic Association congress: 2006 (Vienna); 2005 (Amsterdam)
9. IASE - International Association for Sports Economics conference: 2005 (Ottawa)
10. RES - Royal Economic Society conference: 2005 (Nottingham)
11. CRRC - Corporate Responsibility Research Conference: 2012 (Bordeaux)
12. EEA – Eastern Economic Association Conference: 2013 (New York)
13. EARIE - European Association for Research in Industrial Economics conference: 2004 (Berlin)
14. ICORS - International conference on robust statistics: 2006 (Lisbon)
15. AAWE – American Association of Wine Economists conference: 2017 (Padova), 2016 (Bordeaux), 2015 (Mendoza), 2014 (Walla Walla), 2013 (Stellenbosch), 2012 (Princeton), 2010 (Davis), 2009 (Reims), 2007 (Trier)

16. 5th Spatial econometrics and statistics workshop: 2006 (Grenoble)
17. 3rd biennial international conference “The Economics and Psychology of Football”: 2010 (London, UK)
18. ECCE 1 - First European conference on cognitive economics: 2004 (Gyf-sur-Yvette)
19. IAREP-SABE conference: 2006 (Paris)
20. Enometrics conference: 2006 (Bordeaux); 2005 (Macerata); 2004 (Dijon); 2003 (Budapest); 2001 (Napa Valley); 1998 (Ajaccio); 1997 (Thessaloniki); 1996 (Saragosse)
21. ACEI - Association for Cultural Economics International conference: 2008 (Boston); 2006 (Vienna); 2004 (Chicago); 2002 (Rotterdam)
22. WEAI - Western Economic Association international conference: 2014 (Denver); 2002 (Seattle)
23. JMA – Journées de microéconomie appliquée: 2013 (Nice) ; 2007 (Fribourg) ; 2004 (Lille)
24. 134th EAAE Seminar: 2013 (Paris)
25. Ars Musica – Conference: 2013 (Bruxelles)
26. Consumer Behavior in Tourism Symposium (CBTS 2013): 2013 (Bruneck, Italy)
27. 6^{èmes} Journées d’économie expérimentale: 2002 (Paris)
28. Congrès de l’Association Française de Sciences Economiques (AFSE): 1997 (Paris)
29. Conferences for the Association des Economistes de Bruxelles: 2002 and 2001 (Bruxelles)

Invited conferences and Workshops

1. Conference on information and prediction markets: London Business School, 2005
2. Workshop on informational herding behavior: University of Copenhagen, 2005

Invited seminars

2017: Toulouse Business School, Iowa State University, Inra – UMR Save (Bordeaux), 2016: Ecole Hôtelière de Lausanne, 2015: U. Catholique de Lille, Padua U., Cornell U. (Dyson & Hotel School), U. de Nancy (BETA), 2014: U. de Paris 2 (CRED), U. de Paris Dauphine, U. de Montpellier, U. de Besançon ; 2013: , U. de Strasbourg, U. de Lille, U. Catholique de Lille, U. de Savoie, Reims Management School ; 2012: Bozen-Bolzano Univ., Paris School of Economics, 2011: U. de Poitiers, U. de Grenoble; 2010: Institut Paul Bocuse in Lyon, U. of Lyon 2, Univ. of Rennes 1, Greqam-Marseille ; 2009: Aarhus Business School, U. Catholique de Lille, U. of Paris 1; 2008: Greqam-Marseille, U. de Montpellier 1, FUNDP-Namur, HEC Montréal, UQAM, Bordeaux Management School; 2007: U. of Paris 1; 2006: U. of Paris 1; 2005: U. Libre de Bruxelles-ECARES (2005); 2004: Institut d’Etudes Politiques de Paris; 2003: U. of Paris 1; 2002; U. of Paris 1; 2001: U. of Paris 13, U. of Lille 3; 2000: U. of Dijon ; U. of Paris 1 (1997)

OTHER PERSONAL INFORMATION

Languages

Spoken, written and read: French, English

Read: Spanish