

CURRICULUM VITAE

Olivier GERGAUD

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POSITIONS

- 2013 – ... Visiting Scholar, New York University, Department of Economics (July – August)
- 2011 – ... Senior Professor of Economics, KEDGE – Bordeaux Business School
- 2011 Visiting Scholar, University of California at Los Angeles (UCLA)
Institute of the Environment and Sustainability (September).
- 2010 – 12 Adjunct Professor, Institut d’Etudes Politiques de Paris – Transatlantic campus.
- 2008 – 12 Adjunct Professor, Reims Management School.
- 2009 – 10 Visiting Scholar, Institut d’Etudes Politiques de Paris (Fall).
- 2007 – 08 Visiting Scholar, HEC Montréal – Institute of Applied Economics.
- 2001 – 09 Assistant/Associate Professor of Economics, Université de Reims – IUT de Troyes.
- 2000 – 01 Visiting Scholar, Université Libre de Bruxelles – ECARES, Visiting Professor.

EDUCATION

- 2009 Accreditation to supervise research, Institut d’Etudes Politiques de Paris,
Title: "Essays in Cultural and Labor Economics", Supervisor: Pr. Etienne Wasmer.
- 2000 Doctoral degree (PhD) in Economics, Université de Reims Champagne-Ardenne,
Title: "Hedonic Price Functions and Imperfect Information: An Application to the
the Market for Champagne", Supervisor: Pr. José Kobielski.
- 1994 M.Sc. in Applied Microeconomics, Université de Paris-I, Panthéon-Sorbonne.

AWARDS AND FELLOWSHIPS

1. Research grant – Center for European and Eurasian Studies, UCLA, 2011.
2. Research grant – Champagne-Ardenne Region, 2011.
3. Appointment: Agence Nationale de la recherche, 2013.
4. Appointment: Conseil National des Universités, 2007-2011
5. Prize: best graduate student paper presented – 12th ACEI (Cultural Economics) Conference, 2002.
6. Prize: French Economic Association (AFSE) – Best Ph.D. of the year, 2000
7. Prize: French Institute for Quality Management – Best Ph.D. of the year, 2000.
8. Prize: Best graduate student paper presented at Ecnometrics IV, VDQS, 1996.
9. Post-doctoral Scholarship: Agence Universitaire de la Francophonie, 2000-2001.
10. Doctoral Scholarship: Champagne-Ardenne Region, 1995-1998.

AFFILIATIONS, EDITORIAL POSITIONS

- 2006 – ... Member of Editorial Advisory Board, *Journal of Wine Economics*.
- 2006 – ... Associate editor, *Journal of Prediction Markets*.
- 2002 – 07 Member of scientific board, *Vineyard Data Quantification Society*.

RESEARCH INTERESTS

- Economics of Pro-social Behavior
- Cultural Economics (Celebrities)
- Restaurant and Wine Economics
- Environmental Economics
- Behavioral Finance (Hedge Funds, Betting)
- Sports Economics (Cycling, Football)

MEMBERSHIPS

- American Association of Wine Economists
- Association of Food Economists
- Western Economic Association International

PUBLICATIONS

PAPERS IN REFEREED JOURNALS

1. "Celebrities as human brands: An investigation of the effects of personality and time on celebrities' appeal", with Renaud Lunardo and Florine Livat.
Journal of Marketing Management, 2015 (forthcoming)
2. "Expert opinion and product quality: evidence from New York City restaurants, with Karl Storchmann and Vincenzo Verardi,
Economic Inquiry, 2015, 53(2), pp. 812–835.
3. Sustainable certification for future generations: the case of family business, with Magali Delmas,
Family Business Review, 2014, 27(3), pp. 228-243.
4. Suspicious blood and performance in professional cycling, with T. Coupé,
Journal of Sports Economics, 2013, 14(5), pp. 546-559.
5. Success of celebrities: talent, intelligence or beauty, with V. Ginsburgh and F. Livat,
Economics Bulletin, 2012, 32(4), pp. 3120-3127.
6. Great Investors : methods, results and evaluation, with W. Ziemba,
Journal of Portfolio Management, Summer 2012, 38(4), pp. 128-147.
7. Endowments, production technologies and the quality of wines. Does terroir matter?, with V. Ginsburgh,
The Journal of Wine Economics, 2010, 5(1), pp. 3-21.
8. Les stratégies de différenciation des produits par la télévision. Une analyse économétrique des caractéristiques des films financés par les chaînes, with F. Benhamou & N. Moureau,
Economie et Prévision, 2009, 188(2), 101-112.
9. Endowments, production technologies and the quality of wines. Does terroir matter?, with V. Ginsburgh,
The Economic Journal, 2008, 118, June, 142-157.
10. Twilight of the idols in the market for Champagne: Dissonance or Consonance in Consumer Preferences, with A. Vignes,
Journal of Wine Research, 2008, 18(3), 147-162.
11. Stardust over Paris gastronomic restaurants, with L. Montano and V. Verardi,
Journal of Wine Economics, 2007, 2(1), 24-39.
12. Efficiency in betting markets : Evidence from the English Football, with B. Deschamps,
Journal of Prediction Markets, 2006, 1(1), 61-73.
13. Expert opinion and gastronomy: The Recipe for Success, with V. Chossat,
Journal of Cultural Economics, 2003, 27, 127-141.
14. Emergence et dynamique du phénomène de réputation. Le vin de Champagne: entre savoir-faire et faire savoir, with A. Vignes,

Revue d'Economie Industrielle, 2000, 91, 55-74.

15. Estimation d'une fonction de prix hédonistiques pour le vin de Champagne, *Economie et Prévision*, 1998, 136, 93-105.

BOOKS

1. Handbook of wine economics, with Orley Ashenfelter, Karl Storchmann and William Ziemba, *World Scientific*, 2015, forthcoming.

CHAPTERS IN BOOKS, PUBLISHED OR FORTHCOMING

2. Anti-herding behavior among horse-racing tipsters: model and evidence from French data, in D. Hausch and W.T. Ziemba (eds.), with B. Deschamps, *Handbook of Investments: Efficiency of Sports and Lottery Markets*, Elsevier, 2008,
3. On the economic effects of music and opera festivals, in J. O' Hagan (ed.), *Assessing Effective Tools to Enhance Cultural Participation*, Springer Verlag, 2014.

POPULAR WRITING

1. Wine tasting: Is 'terroir' a joke and/or are wine experts incompetent?, with O. Ashenfelter, V. Ginsburgh and K. Storchmann., *Vox EU*, March 1, 2013.
2. La dégustation des vins : terroir sans importance et/ou experts incompetents, with V. Ginsburgh, *Vitisphère*, December 27, 2012.
3. Viticulture biologique : accompagner pour rassurer, *Vitisphère*, March 28, 2012.
4. Beckham, Pikachu du foot, with V. Verardi, *Libération*, Rebonds, 2007, April 3.
5. Non à la fracture gastronomique, with V. Verardi, *Le Monde*, Point de vue, 2007, January 5.

OTHER PUBLICATIONS

1. Opinión experta y Gastronomía. La receta para el éxito, with V. Chossat, *Turismo y Patrimonio*, 2005, 5, Diciembre, 51-62.
2. La qualité des vins de Bordeaux se résume-t-elle uniquement à celle de son terroir?, with V. Ginsburgh, *La Journée Vinicole*, 2005, April 29, 21381, 13-15.

WORK IN PROGRESS

1. Trade liberalization in the presence of domestic regulations: Impacts of the proposed EU-U.S. free trade agreement on wine markets, with Bradley J. Rickard, Shuay-Tsyr Ho & Wenjing Hu.
2. Blood drives or blood centers, with B. Deffains and F.C. Wolff
3. Does relocating a blood center help increase donations?, with B. Deffains and F.C. Wolff.
4. Impact of the VAT rate change on the business of restaurants, with Michael Gibbs, Kathryn Ierulli and Frédéric Warzynski.
5. The demand for restaurants in Europe, with L. Saulais and Bernd Frick.
6. Collective reputation effects: an empirical appraisal, with F. Livat, B. Rickard and F. Warzynski.
7. Learning by cooking and reputation building: the French recipe to become a top chef, with V. Smeets et F. Warzynski.
8. Risk-taking in tournaments: evidence from horse-racing tipsters, with B. Deschamp
9. Untalented but successful, with V. Verardi.
10. Subjectivity and objectivity in football evaluations, with T. Coupé.

REFERENCES

Prof. Orley C. Ashenfelter

Department of Economics
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Princeton University
Princeton, NJ 08544
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E-mail: c6789@Princeton.edu

Prof. Victor A. Ginsburgh

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PROFESSIONAL SERVICE

- *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, 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, Bordeaux (2016), 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*, 2015

HIRING COMMITTEES

2009: U. of Lille 3 ; U. of Paris 1 ; 2010:

THESIS COMMITTEES

2012: Charles U. (Prague), Philipp Kraft (external referee).

COMMUNICATIONS

1. EARE - Association of Environmental and Resource Economists: 2015 (San Diego).
2. EALE - European Association of Labour Economists conference: 2009 (Tallinn).
3. SOLE - Society of Labor Economists meeting: 2009 (Boston), 2007 (Chicago).
4. IIOC - International Industrial Organization conference: 2009 (Boston), 2006 (Boston).
5. EEA - European Economic Association congress: 2006 (Vienna); 2005 (Amsterdam).
6. IASE - International Association for Sports Economics conference: 2005 (Ottawa).
7. RES - Royal Economic Society conference: 2005 (Nottingham).
8. CRRC - Corporate Responsibility Research Conference : 2012 (Bordeaux)
9. EEA – Eastern Economic Association Conference: 2013 (New York)
10. EARIE - European Association for Research in Industrial Economics conference: 2004 (Berlin).
11. ICORS - International conference on robust statistics: 2006 (Lisbon).
12. AAWE – American Association of Wine Economists conference: 2014 (Walla Walla), 2013 (Stellenbosch), 2012 (Princeton), 2010 (Davis), 2009 (Reims), 2007 (Trier).
13. 5th Spatial econometrics and statistics workshop: 2006 (Grenoble).

14. 3rd biennial international conference “The Economics and Psychology of Football”: 2010 (London, UK).
15. ECCE 1 - First European conference on cognitive economics: 2004 (Gyf-sur-Yvette).
16. IAREP-SABE conference: 2006 (Paris).
17. Econometrics conference: 2006 (Bordeaux); 2005 (Macerata); 2004 (Dijon); 2003 (Budapest); 2001 (Napa Valley); 1998 (Ajaccio); 1997 (Thessaloniki); 1996 (Saragosse).
18. ACEI - Association for Cultural Economics International conference: 2008 (Boston); 2006 (Vienna); 2004 (Chicago); 2002 (Rotterdam).
19. WEAI - Western Economic Association international conference: 2014 (Denver); 2002 (Seattle).
20. JMA – Journées de microéconomie appliquée: 2013 (Nice) ; 2007 (Fribourg) ; 2004 (Lille).
21. 134th EAAE Seminar: 2013 (Paris).
22. Ars Musica – Conference: 2013 (Bruxelles)
23. Consumer Behavior in Tourism Symposium (CBTS 2013): 2013 (Bruneck, Italy).
24. 6^{èmes} Journées d'économie expérimentale: 2002 (Paris).
25. Congrès de l'Association Française de Sciences Economiques (AFSE): 1997 (Paris).
26. Conferences for the *Association des Economistes de Bruxelles*: 2002 and 2001 (Bruxelles).

INVITED LECTURES, SEMINARS OR CONFERENCES

1. Conference on information and prediction markets: London Business School, 2005.
2. Workshop on informational herding behavior: University of Copenhagen, 2005.
3. Invited for seminar – 2015: Cornell U. (Dyson & Hotel School), U. de Paris 2 (CRED), U. de Nancy (BETA), 2014: 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, Univ. 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).

TEACHING

1. New York University (2013 - ...):
 - Intermediate microeconomics
2. KEDGE – Bordeaux Business School (2011 - ...):
 - Economics of sports and culture
 - Wine economics
 - Econometrics
 - Microeconomics
3. Ecricome – PhD Universa (2013 - ...):
 - Econometrics
4. Bochum International Summer School (2010):
 - Economics of sports and culture
5. Sciences-Po Paris (2009- 2012):
 - Economics of sports and culture
 - Principles of economics (micro)
6. Reims Management School (2009-2012):
 - Macroeconomic environment (Master)
 - Principles of economics
7. Université Libre de Bruxelles (2001, 2009, 2010) :
 - Applied econometrics
8. HEC Montréal (2008):
 - Principles of macroeconomics
9. Université de Reims (1993 – ...) :
 - Principles of economics
 - Microeconomics
 - Money and finance
 - Advanced Statistics
 - Introduction to econometrics
 - Mathematics and statistics
 - Mathematics for historians
10. Université de Metz (2001 – 2004):
 - Econometrics
11. CNAM de Champagne-Ardenne, Centre d'enseignement à distance (1996 – 2000):
 - Mathematics and statistics
 - Advanced statistics
12. Champagne School of Management (2007):
 - Principles of economics

MEDIA MENTIONS

Restaurants economics:

- BFM Business (02/02/15): "Ce que rapporte la troisième étoile du guide Michelin".
- La Nacion (24/11/12): "El camino al cielo estrellado de Michelin".
- Gruber Street – New York (20/06/12) : "Gastronomics: How Michelin Inflates New York's Restaurant Prices"
- L'Express-L'Expansion (02/03/2010): "Une étoile au Michelin fait augmenter les prix de 27%".
- Slate Magazine (24/06/09): "Why Don't the French Cook Like They Used To? How the Michelin guide crippled France's restaurants."
- Trends / Tendances (18/01/07): "Faut-il brûler le guide Michelin?"
- Le Monde (05/01/07): "Non à la fracture gastronomique"
- New York Times (13/07/06): "In the language of gastronomy, those Michelin stars translate as dollar signs".

Wine economics :

- Huffington Post (23/06/14): "Family wineries more likely to be environmentally sustainable too"
- Le Nouvel Economiste (31/03/11): "Champagnes : La Stratégie de Janus"
- Newsweek (25/09/09): "Bordeaux vs. Bali: The Wine Wars"
- The Guardian (01/06/05): "Nature Loses out to Nurture, Say Researchers"
- The Observer (20/03/05): "French Bitter over Wine Study"
- The Sunday Telegraph (20/03/05): "UK chief execs narrow the pay gap with US peers"
- France Culture Radio (17/09/05): "Vendanges"
- France 3 - Bourgogne Franche-Comté (21/04/05): "Deux chercheurs [...] estiment que la notion d'effet de terroir est surfaite"

Economics of Superstars :

- Libération (04/03/07): "Beckham, Pikachu du foot"