

Call for candidatures - Thesis in Economics - 2020-2022

Company competitiveness and vineyard dieback

The thesis will focus on the economic impact of vineyard dieback for companies in the wine industry. For more than ten years, a significant erosion in yields has been observed, along with a very substantial rise in vine mortality which has undermined the productivity of French vineyards. Within a challenging economic context, the drop in yields has a direct impact on the profitability of wine-making companies and on their positioning in the wine market. Drawing on work in the field of agricultural economics, the objective of the thesis will be to analyze the impact of vineyard dieback on wine-making companies in different production contexts and in the long term through the study of several components:

- Developing a bioeconomic simulation model to evaluate the impact of the dieback on profitability according to different scenarios. The objective will be to highlight the economic thresholds beyond which it is beneficial for wine growers to change their vineyard-management model in order to limit their losses and ensure their companies remain competitive (Ugaglia et al., 2019). The model will take into consideration the severity of the dieback and the accumulated loss in yield according to the situation; different vineyard-management strategies, their cost and their impact on the dieback (quantity, quality); the level of valuation of the products and the effects of variations in demand on the valuation of wine. The model may in particular draw from work in the field of agricultural economics which focuses on vineyard diseases (Baumgartner et al., 2019; Hillis et al., 2017; Kaplan et al., 2016) or on forest dieback.
- Determining the impact of decreases in yield on market-scale wine pricing thanks to a supply/demand model which calculates supply and demand-related price elasticities, as well as cross price elasticities (Livat et al., 2019). The study may draw on literature which describes how the wine market functions (Anderson et al., 2003; Morrison et Rabellotti, 2017) and on the work of Fogarty (2010) and Nerlove (1995) on wine economics to analyze price elasticities.
- Analyzing the link between companies' socioeconomic context and dieback in production companies. This will concern 5 French wine-producing regions and will be carried out *via* an econometric analysis of the database provided by the survey "Enquête Nationale Dépérissement" by FranceAgriMer/CNIV (2018).

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Funding for mobility in California (UC Davis/California State University, Sacramento).

Management and Reception

Director: Pr Jean-Marie CARDEBAT (Université de Bordeaux, Larefi).

Co-management: Adeline ALONSO UGAGLIA (Bordeaux Sciences Agro, UMR INRA SAVE).

Doctoral School: « Entreprise, Économie, Société » (ED 42) at l'Université de Bordeaux

Reception team: UMR Santé et Agroécologie du Vignoble (SAVE).

Profile

Master 2 in Economic Science, agricultural engineer or equivalent diploma with a special interest in agricultural economics, corporate economics, data analysis (econometrics) and statistics, modelling, applied research, the wine sector and the stakes involved in vineyard dieback, co-operation with the

stakeholders in the field and with scientists from other disciplines (the ability to develop a scientific network).

International call for candidatures. Very good level of English required.

Candidature process

31 October 2019: candidates are invited to send a dossier including:

- Full Curriculum Vitae
- Cover letter detailing their research experience and their interest in the subject offered
- Names and contact information of two referees (teacher, supervisor or researcher)
- Copy of their M2 dissertation or equivalent

to adeline.ugaglia@inra.fr, copy to jean-marie.cardebat@univ-bordeaux.fr

7 November 2019: Candidates chosen for interview will be informed that their dossier was selected and the interview conditions will be explained. They will receive a formal invitation by email and will need to confirm their participation on site or by videoconference.

Références

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