

Conference Presentation Schedule

Tuesday, October 6, 2026 – Bordeaux Sciences Agro Building Bremontier

10:15 a.m. - 12:45 p.m.

Session A: AI in the Wine Industry – Amphi Lescouzères

Session Chair: Dr. Tamara Floricic

1	The Effects of an AI Sommelier's Linguistic Framing on Purchase Intention in Wine Tourism: The Roles of Involvement and Perceived Manipulative Intent Authors: Seungyeon Jeong and Johye Hwang, Kyung Hee University, South Korea
2	Grounding the AI Sommelier: A Comparative Study of Retrieval-Augmented and Knowledge Graph Approaches to Personalized Wine Recommendations Authors: Pranav Mantini, University of Houston; Shishir K. Shah, University of Oklahoma, USA
3	Digital Transformation in the Wine Sector: A Structured Review and Research Agenda Authors: Shiyi Zhang, Crystal Shi, and Haiyan Song, The Hong Kong Polytechnic University, Hong Kong
4	Theorizing AI's Impact on Wine Tourism: A Three-Dimensional Framework of Boundary Conditions Authors: Wynne W. Chin, University of Houston; Anh L. Huynh, University of Houston; Nahid Hossain, Arizona State University, USA
5	Smart Concepts and Technologies for Enhancing Wine Tourism Development and Promotion Authors: Tamara Floričić, Juraj Dobrila University of Pula, Croatia

Session B: Contemporary Issues in Wine Tourism – Room Pinaster

Session Chair: Dr. Jeremiah Balogh

1	The Impact of Wine Tour Experiences on Wine Purchasing: Evidence from Wineries in the Bordeaux and Champagne Regions Author: JongMin Lee, supervised by Johye Hwang, Kyung Hee University, South Korea
2	Eno-Tourism in the Algarve: Strategic Alignment with National and Regional Tourism Goals Authors: Pedro Pimpão and Sandra Haase, University of Algarve, Portugal
3	Exploring Sangiacomo Family Vineyards' Competitive Strategy in the Emerging AI Era Authors: Roberto Alvarez Mazqueda and Kyuho Lee, Sonoma State University, USA
4	The Impact of AI and ChatGPT on the Global Wine Industry Author: Prithish Badu, Burgundy School of Business, Dijon, France
5	Resilience and Adaptability of Northern California Wine Industry: Pathways to Sustainable Performance Authors: Jeremiah Balogh, Corvinus University of Budapest, Hungary; Kyuho Lee, Sonoma State University, USA