

We invite you to join us for the ninth Beeronomics Conference - The Economics of Beer and Brewing. The event is organised by ESSCA School of Management, Bordeaux Campus (France), and will take place in June 24th - 27th; 2026. The Organising Committee aims to attract an international audience from all fields of economics, business and sustainable management, social science, health and wellbeing, human geography industry and innovation, logistic and supply chain management, related to beer and brewing. Possible topics include but are not limited to:

A: Trends and driving forces in regional, national, and global beer production, consumption, distribution and trade

A1: National and global trends in beer production, demand, distribution and trade (e.g. new markets, innovative products and packaging; transportation systems and technological developments)

A2: Globalisation; mergers and acquisitions (e.g. micro- and macro-economics processes within and across international beer market)

A3: Markets for inputs (e.g. malting barley and hops)

B: Management, marketing and market structure

B1: Advertising, marketing, brand management

B2: Use of social networks and media in promoting beer and brewing

B3: Competition and market power; pricing strategies; price transmission along the beer chain

B4: Supply chain management, ecology and sustainability in terms of beer and brewing

C: Individual beer choice and health

C1: Determinants of individual beer choice

C2: Impact of advertising, brands, labels, on choice on health and wellbeing

C3: Consumers' information processing; purchasing decisions and willingness to pay

C4: The role of lobby groups and professional bodies within the beer and brewing industry worldwide

D: Policy and regulation

D1: Beer and brewing related laws and policy (e.g. competition rules, franchise regulations, labelling rules etc.)

D2: Impact of taxes/subsidies and regulations on beer brewing markets and industries

D3: Fiscal policies and self control commitments at the level of enterprises/industries across counties and regions

E: Impact of beer on society and culture

E1: Beer and brewing as a facilitator of social engagement

E2: Health issues related to beer consumptions; theories and empirical research

E3: Consumers' responsible drinking and brewing industries efforts: policies, strategies, effects and side effects

F: Environmental issues affecting beer and brewing

F1: Climate change and the future environment: a threat (or opportunity?) for the beer and brewing industry

F2: Sustainable processes for beer production, distribution and consumption

F3: Sustainability and ethical issues affecting beer brewing worldwide

G. Others

Language: The official conference language is English.

Submission: To submit an abstract please send an email to beeronomics2026@essca.fr by Sunday 1st February 2026 at 5pm (CET).

Please attach the following documents to your email:

1. Title page as a pdf, word or rtf document.
2. Anonymous structured abstract as a pdf, word or rtf document.

Style sheet guide: Please format the abstract in the following manner:

- One or more research questions;
- Methodology and Research Design ,
- Preliminary/Final Findings,
- Theoretical and Practical Implications

Length: cumulative max 1,000 words; **Font:** Times New Roman: 12 point font size; 1.5 line spacing

Please Do NOT include the author/s name together with your abstract. Instead, prepare a separate page including title of the paper and authors contacts. Provide a clear explanation of what will be presented in your session; a discussion of the relevance of the topic, research methodology, and potential for generating discussion during the session. We plan to publish a selection of contributed papers in a special issue of an appropriate applied economics journal and/or in a book.