



The VIIth Beeronomics Conference

University College Dublin and Trinity Business School

20-23 June 2022

<http://beeronomics2022dublin.org/>

Local Organizers:

Giulio Buccini (Trinity College Dublin)

Ron Davies (University College Dublin)

Dieter Kogler (University College Dublin)

Paul Ryan (Trinity College Dublin)

PROGRAMME OVERVIEW

Monday June 20

Registration	2:00	https://g.page/TrinityBusinessSchool?share
Welcome Comments	4:00	Ron Davies, Dieter Kogler, Paul Ryan & Guilio Buccini (Local Organizers) Michael McCullough & Ignazio Cabras (Beeronomics Society)
Plenary	4:30	Steve Ziliak: <i>How To Get Large G-values: Ten Principles of Guinnessometrics</i>
Dinner at Brewdog	7:00	https://goo.gl/maps/Y1RQ1KNKqZBMsDcG8

Tuesday June 21

Session 1	9:30	
Coffee	10:30	
Session 2	11:00	
Lunch at Beer Temple	12:30	https://goo.gl/maps/3te8Z5AkAgaag9LY9
Session 3	2:30	
Coffee	4:00	
Plenary	4:30	Stef Adriaenssens & Eline Poelmans: <i>Does prohibition induce violence?: An alternative case to test the effect of prohibition on violent crime</i>
Dinner at Urban Brewing	7:00	https://g.page/ubrewingdublin?share

Wednesday June 22

Session 4	9:30	
Coffee	11:00	
Session 5	11:15	
Lunch at Pavilion Bar	12:45	https://goo.gl/maps/SoBCCZMauMwv9pd19
Business Roundtable	2:00	
Coffee	3:00	
Session 6	3:30	
Closing remarks	5:00	
Dinner at St. James Gate	7:30	https://g.page/opengatebrewery?share

Thursday June 23

Excursion	9:00	
Return to Dublin	6:00	

Detailed Programme

All presentations are 30 minutes, including questions. The last presenter in each is the session chair.

Opening Remarks: Monday 4:00pm	
Plenary: Monday 4:30pm	
Steve Ziliak	<i>How To Get Large G-values: Ten Principles of Guinnessometrics</i>
Session 1: Tuesday 9:30am	
Room A: Environmental Issues	
Jarrett Hart, Scott Somerville, Daniel Sumner Nicholas Tyack, Milan Scasny	<i>Brewery and Winery By-Product Markets: Environmental and Economic Benefits</i> <i>Wine Lovers, Fruit Trees and Bohemian Hops: A Discrete Choice Experiment Approach to Valuing</i> <i>Czech Crop Diversity</i>
Room B: Beer and Other Markets	
Eric Le Fur, Lara Agnoli, Martin Cloutier, Jean-François Outreville Richard White	<i>Synergies and complementarities between the beer and cider economies</i> <i>The Integration of Cannabis into the U.S. Beer Market</i>
Room C: Pricing Strategies	
Matthew Cole, Michael McCullough Robin Goldstein, Jarrett Hart	<i>The California Beer Market: Lessons in Size and Scope from the Golden State</i> <i>Is beer cheaper by the keg? An investigation of quantity discounts in the U.S. retail beer market</i>
Session 2: Tuesday 11am	
Room A: Beer and Culture	
Amy Rankine Sverre Braathen Thyholdt, Eirik Heen, Rune Millian Derås Frank Stephenson	<i>A Very Pale Ale: Beer and Masculine Identity in the Film 'Blue Velvet'</i> <i>Factors affecting beer consumption on an outdoor music festival</i> <i>Tapping the Tourists: The Great American Beer Festival and Hotel Occupancy in Denver</i>
Room B: Geography I	
Alexander McGlothlin, Kenneth Elzinga Zoltán Bakucs, Imre Ferto Simon Loretz	<i>Craft Beer in the United States: History, Numbers, and Geography, a Re-appraisal</i> <i>Location of Hungarian microbreweries. An analysis on three territorial aggregation levels</i> <i>Determinants of brewery location in the UK: Have they changed over time?</i>
Room C: Microbreweries	
Mojmir Sabolovic, Stanislav Tripes	<i>Craft Breweries Brand Names Meaning</i>

Gergely Csurilla, Zoltán Bakucs

Does online presence determine the size and existence of microbreweries? Evidence from Hungary

Aaron Staples, Thomas Krümel

The Paycheck Protection Program and Small Business Performance: Evidence from Craft Breweries

Session 3: Tuesday 2:30pm

Room A: Local Effects of Brewing

Lester Jones

A Review of Policy and Market Impacts on the United States Beer Market Using High Frequency Data

Oishi Kazi, Trey Malone, Steven Miller

A Two-Stage Modeling Approach for Estimating the Economic Contributions of Local Beverage Markets

Suzanne Altobello, Daniel Parisian, John O'Dell

Towns, Gowns, and Brews: Exploring the Effects of Local Breweries on College Enrollment in North Carolina

Room B: International Trade and Beer

Tibor Besedes, Thomas Prusa

An Anatomy of Trade in Beer

Sven Van Kerckhoven, Michelangelo Van Meerten, Casey Wellman

Brexit: Impact on British and EU beer markets

Imre Fertó, Gergely Csurilla

The impact of markups on export behaviour: Firm level evidence from Hungarian beer industry

Room C: National Patterns

Pavlina Jasovska, Samuel MacAulay, André Sammartino

Brewers for hire: Understanding disreputable exchange in the Australian craft beer industry

Stanislav Tripes, Katerina Klimsova

What is the Czech beer consumer really able to evaluate?

Victoria Wells, Nadine Waehning, Ignazio Cabras

A foraging examination of pub and beer choice behaviour

Plenary : Tuesday 4:30 pm

Stef Adriaenssens and Eline Poelmans

Does prohibition induce violence?: An alternative case to test the effect of prohibition on violent crime

Session 4: Wednesday 9:30am

Room A: Preference Formation

Nadine Waehning, Fergal O'Connor

What drives on versus off-trade beer consumption Internationally? - A Panel Analysis of 107 countries

Tereza Číderová, Milan Ščasný

Estimating beer-wine-spirits demand elasticity for on-trade and off-trade consumption

Epa Ndahimana, Daniele Asioli

Consumers preferences and WTP for cassava beer in the United Kingdom and Uganda

Room B: Branding

Andrey Felipe Sgorla
Ryan Hynes, Dieter Kogler
Stanislav Tripes, Mojmir Sabolovic

Narratives of Craft and Authenticity in the Formation of the Brazilian Craft Beer Market
Geography and Branding in the Craft Beer Movement
Czech craft breweries logo design

Room C: History

Martyn Cornell

Gary Wagner, David Mitchell, Danny Hughes, Steve Gohmann

The Juggernaut of James's Gate: How a small family firm rose to become the biggest brewery in the world
Regulatory Incentives for Brewers and Distributors: More Alchian and Allen than Baptists and Bootleggers

Session 5: Wednesday 11:15am

Room A: Legal Ramifications of Beer

Eline Poelmans, John Dove, Jason Taylor, Ranjit Dighe

Christian Traxler, Julius Stoll, Carsten Burhop
Ignazio Cabras, Ekaterina Shakina, Arpita Bhattacharjee,
Gary Bosworth

Barreling Along and Drying Out: Brewery Interests and Other Influences on the Timing and Type of State-Level Alcohol Prohibitions in the US, 1850-1919
Beer and Crime: Evidence from Germany, 1882-1914
The relationship between public houses and crime in Great Britain: a panel study

Room B: Innovation and Entrepreneurship

Paul Ryan, Giulio Buciuni, Vladi Finotto

Jason Taylor, Evan Hayne
Christian Garavaglia, Andrea Belmartino, Santiago Manuel
Kaderian, Erik Strøjer Madsen, André Sammartino

Assessing the Consolidation of Entrepreneurial Ecosystems in Low-Tech Industries: Evidence from the Craft Beer Sector
Brewery Entry in 1933 and Factors Influencing these Breweries' Subsequent Longevity
Global contagion among pioneer firms and the development of a new market niche: the case of craft beer

Business Roundtable: Wednesday 2:30pm

Session 6: Wednesday 3:30pm

Room A: Geography II

Nancy Hoalst-Pullen, Mark Patterson

Jesper Lindgaard Christensen, Poul Houman Andersen
Bernardo Buarque, Ryan Hynes, Ronald Davies, Dieter Kogler

10 Miles from a Brewery: Population Demographics and Beer Consumption Patterns in the United States
The Black Swan: Why craft beer firms choose to not cluster geographically
Hops, Skip & a Jump: The Regional Uniqueness of Beer Styles

Room B: The Impact of Covid

Tomáš Maier, Olesya Zhytna
Andre Sammartino, Sam Holloway, Will Keating
Richard Gray, Nicholas Tyack

Price Transmission for Beer sector in Covid Era: Case of Czechia
Success Without Scale: Exploring Post-Pandemic Futures for the World's Smallest Breweries
Crisis, Adaptation and Innovation: the Saskatchewan Craft Beer Industry during the times of Covid

Closing Remarks: Wednesday 5pm

Excursion: Thursday 9am

9am *Pick up at Trinity Business School*
9:30a *Tasting and Presentation by Whiplash Brewery, followed by*
m *tour*
1pm *Lunch at Lock 13, including tasting and presentation*
3:30p *Tasting and Presentation by Rye River Brewery, followed by*
m *tour*
6pm *Return to Trinity Business School*