

## **Eli Cohen**

### **CURRICULUM VITAE AND LIST OF PUBLICATIONS**

#### **• Education**

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| 1995 | Ph.D. Faculty of Agricultural, Food and Environmental Quality Sciences, Hebrew University, Rehovot, Israel.  |
| 1982 | M.Sc. Faculty of Agricultural, Food and Environmental Quality Sciences, Hebrew University, Rehovot, Israel.  |
| 1967 | B.Sc. Chemical Engineering and Food Technology, Technion, The Israel Institute of Technology, Haifa, Israel. |

#### **• Employment History**

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| 2013 - Present        | Head<br>Management of Leisure Business Program<br>Faculty of Business Administration<br>Ono Academic College   |
| 1996 – 2011           | Gilford Glazer Faculty of Business Administration<br>Ben-Gurion University of the Negev, Beer Sheva, Israel (tenure).  |
| 2011 (Sept.-Oct.)     | Visiting Professor<br>Erasmus Mundus. Vintage Master Program, Groupe ESA, Ecole Supérieure d'Agriculture d'Angers, France.   |
| 2008 (July) - Present | Adjunct Senior Research Fellow, School of Marketing<br>University of South Australia   |
| 2006 (April-Aug)      | Visiting Lecturer<br>AgroM SESG, Ecole Nationale Supérieure Agronomique de Montpellier (The Higher National Agronomy School of Montpellier, (ENSAM, The Higher National Agronomy School of Montpellier), Département Sciences économiques, Sociales et de gestion. |

2004 - 2010	Off-Campus Faculty Member, Department of Leisure Studies Tourism Laboratory for Economic and Social Behavior Research (TesB), University of Illinois at Urbana-Champaign.
1983- 2005	Adjunct Lecturer, Faculty of Agricultural, Food and Environmental Quality Sciences The Hebrew University of Jerusalem, Rehovot, Israel.
1996 – 2003	Academic Director and Lecturer International Postgraduate Courses on "Food Technology" (9 weeks) and "Food Management" (4 weeks), for international participants. The Hebrew University of Jerusalem, with cooperation of The Center for International Cooperation ("MASHAV"), The Ministry of Foreign Affairs.
1968 – 1979	Instructor Rupin Institute, Emek Hefer, Israel
1968 – 1974	Instructor Tel Aviv University College

### • Professional Activities

#### (a) Professional academic functions

2001 – 2004	Member of the University Research Committee Ben-Gurion University of the Negev.
2000-2001/ 2005-2008	Responsible for the seminar of the Department of Hotel and Tourism Management.
1999 – 2003	Member of the University Senate, representing the School of Management.
1998 – 2008	Responsible for wine appreciation seminars sponsored by the Zeiger Foundation.
1997 – 1998	Chair, Teaching Committee, Department of Hotel and Tourism Management, Ben-Gurion University of the Negev.

(b) Professional functions outside universities/institutions

2004 – Present	Member, Steering Committee The Academy of Wine Business Research
1996 – Present	Member, Scientific and Technical Commission The International Federation of Fruit Juice Producers, Europe
1987 - 1996	Member, Commission on Citrus Juices The International Federation of Fruit Juice Producers, Europe
1984 - 1992	Member, Commission on Methods of Analysis The International Federation of Fruit Juice Producers, Europe
1988 - 1995	Co-Chairman, Working Group on Statistical Methods The International Federation of Fruit Juice Producers, Europe
1981-1982	General Secretary The Israel Society for Food and Nutrition Sciences
1980 - 1992	Chairman, Committee for Standard Methods of Analyses for Citrus Juices The Standards Institution of Israel
1970-1991	Affiliated with the Israeli Institute of Quality Control and Extension Services for the Food Industry -- Responsibilities included: Representation of the Israeli food industry in international committees and official agencies, e.g., FDA, USDA; Contributing to and conducting research and development in the food industry; Developing and applying quality assurance methods for the food industry; Applying analytical methods for food products.
1970 - 1992	Member, Committees of Standards The Standards Institution of Israel

(c) Significant professional consulting

1992-2004: Consulting in the food industry applying Quality Management systems based on ISO 9001 international standards (citrus products factories; dehydrated products plant; bakery; fruit & vegetables processing plant, food additives).

(d) Editor or member of editorial board of scientific or professional journal

June 2012 – Present Member, editorial board of *British Food Journal*

2007 – Present Member, editorial board of *International Journal of Wine Business Research*

Guest editor for: Cohen, E. and Goodman, S. (2009). Guest editors, Special Issue on "Applying Best Worst Choice Method to Wine Business Research", *International Journal of Wine Business Research*, 21(1): 5-7.

Reviewer for:

- *International Journal of Wine Business Research*
- *British Food Journal (ad hoc)*
- *International Journal of Tourism Research (ad hoc)*
- *Food Quality and Preference (ad hoc)*
- *Nutrition and Food Science (ad hoc)*

(e) Membership in professional/scientific societies

Member, Steering Committee, the Academy of Wine Business Research (AWBR)

2012 - Member of the scientific committee, the 2<sup>nd</sup> Advances in Hospitality and Tourism Marketing & Management Conference, Corfu, Greece.

2011 - Member of the scientific committee and reviewer, 6<sup>th</sup> International AWBR Conference, Bordeaux, France.

2011 - Member of the steering committee, "Food in the New Era", June 2011, Tel Aviv.

2008 - Reviewer, the 4<sup>th</sup> International Conference of the Academy of Wine Business Research.

2006 - Member of the organizing committee, The 3<sup>rd</sup> International Wine Business and Marketing Conference, Montpellier, France.

2006 - Reviewer, the 3<sup>rd</sup> International Wine Business and Marketing Conference, 2006.

2005 - Organizing and Co-Chair, "Israel in the International Wine Market" Conference, Rosh Pina, June 2005.

2003 - Reviewer, Australian and New Zealand Marketing Academy (ANZMAC) 2003

2001 - Member of the organizing committee, "New Age Food - Nutrition, Health and Technology", January 9-10, 2001, Tel Aviv.

1996 – Present Member, Scientific and Technical Commission, The International Federation of Fruit Juice Producers, Europe.

1984 – 1992 Member, Commission on Methods of Analysis, the International Federation of Fruit Juice Producers, Europe.

1988 – 1995 Co-Chairman, Working Group on Statistical Methods, the International Federation of Fruit Juice Producers, Europe.

• **Educational Activities**

(a) Courses taught

Graduate Courses

Applied Choice Modeling, Theory and Practical Implementation

(Ecole Nationale Supérieure Agronomique de Montpellier)

Design and Management of Quality (Hebrew University)

Kinetics and Shelf-Life Prediction of Food Products

(Hebrew University)

Quantitative Research Methods

(Bordeaux School of Management, France and HKU Space Community

College, Hong Kong)

Wine Marketing (Groupe ESA, Ecole Supérieure d'Agriculture d'Angers, France)

Undergraduate Courses

Engineering Systems in the Hospitality Industry (Hebrew University)

Food and Beverage Management (Ben-Gurion University)

Food Technology (Ben-Gurion University)

Management and Quality Assurance (Ben-Gurion University)

Management of Service Quality in Hospitality (Hebrew University)

Quality Assurance in Food Processing (Hebrew University)

Selected Topics in Food and Beverage Management (Ben-Gurion University)

Seminar in Hotel and Tourism Management (Ben-Gurion University)

The Management of Engineering Systems in the Hospitality Industry

(Ben-Gurion University)

Unit Operations in Chemical Engineering and Food Technology

(Tel Aviv University College and Rupin Institute)

Unit Operations of Food Engineering (Hebrew University)

(b) Research students

2013 - Vicky Tang, Wine and Spirits MBA, KEDGE Business School, Bordeaux

2010 - Emilie Felix, Wine MBA, Bordeaux School of Management

2009 - Egle Kontautaitė, Wine MBA, Bordeaux School of Management (jointly  
with Ian Taplin)

2009 - Marco de-Martino, Wine MBA, Bordeaux School of Management (jointly  
with Anne Gombault)

2008 – Nicole Schmidt, Wine MBA, Bordeaux School of Management

2008 – Livnat Ben-Nun, MBA, Ben-Gurion University of the Negev

• **Awards, Citations, Honors, Fellowships**

(a) Honors, Citation Awards

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| 2013 | Award of Excellence, Outstanding Reviewer Award, Emerald   |
| 2003 | Best Paper Award, CHRIE, The Hospitality and Tourism Educators Annual<br>Convention, Palm Springs, CA. |
| 1993 | Outstanding Instructor Award, The Hebrew University of Jerusalem.                                      |

• **Publications**

(a) Chapters in books

Fuchs, C. and Cohen, E. 1995. Analysis of Conformance to Standards in  
Multivariate Data. in: "*Methods to Detect Adulteration of Fruit Beverages*,"  
(Nagy, S. and Wade, R.L. Eds.). Chap. 12, pp. 198-211. AgScience, Inc.,  
Auburndale, FL.

Brown, M.B., Katz, B.P. and Cohen, E. 1988. Statistical Procedures for the  
Identification of Adulteration in Fruit Juices. in: "*Adulteration of Fruit  
Juice Beverages*," (Nagy, S., Attaway, J.A. and Rhodes, M.E. Eds.),  
Chapter 11, pp. 215-234, Marcel-Dekker, New York, NY.

- Cohen, E. 1988. Israel: Evaluation of Fruit Juice Authenticity. in: "*Adulteration of Fruit Juice Beverages*," (Nagy, S., Attaway, J.A. and Rhodes, M.E. Eds.), Chapter 23, pp. 531-542, Marcel-Dekker, New York, NY.
- Cohen, E. and Saguy, I. 1988. Spectral Characteristics of Citrus Products. in: "*Modern Methods of Plant Analysis, Vol. 8: Analysis of Nonalcoholic Beverages*" (Linskens, H.F. and Jackson, J.F. Eds.) pp. 69-79, Springer-Verlag, Berlin, Germany.

(b) Conference proceedings

- Cohen, J. Cohen, E. and Bruwer, J. Wine Tourism Preferences: Developing the Wine Tourism Offer in the Loire Valley, Presented at the 7<sup>th</sup> AWBR International Conference, St. Catharine, ON, June 12-15, 2013.
- Cohen, J., Cohen, E. and Ben-Nun, L. 2011. What Influences Potential Wine Tourists? *Proceedings of the 5<sup>th</sup> Annual Conference American Association of Wine Economists (AAWE)*, Bolzano, Italy, June 22-25. Available: <http://www.wine-economics.org/bolzano/Bolzanoregistration/aawe2011.unibz.it/en/registraon/scientificprogramfull.html>
- Cohen, J. and Cohen, E. 2011. Can Consumers Discriminate Between Sensory Attributes in Wine? The Case of Bordeaux Reds. *Proceedings of the 6<sup>th</sup> International Conference of the Academy of Wine Business Research*, Bordeaux, France, June, 9-11.
- Dekhili, S., Cohen, E. and Sirieix, L. 2010. Using Best-Worst Scaling Method to Explore Consumers' Preferences for Olive Oil. The European Association of Wine Economists (EuAWE) and VDQS Enometrics XVII conference, Quality and Gastronomy, Palermo, Sicily, June 9-12. Available: <http://www.vdqs.net/2010Palermo>.
- Ben-Nun, L. and Cohen, E. 2009. Using the Best-Worst Scaling Method to Classify Potential Wine Tourists. *Proceedings of Bacchus Goes Green, 4<sup>th</sup> Interdisciplinary and International Wine Conference*, Dijon, Bourgogne, France, 8-10 July 2009, CD-ROM.
- Goodman, S., Lockshin, L., Cohen, E., Fenterseifer, J., Ma, H.C., d'Hauteville, F., Sirieix, L., Orth, U., Casini, L., Corsih, A., Jaeger, S. Danaher, P., Brodie, R., Olsen, J., Thach, L. and Perrouy, J.P. 2008. International Comparison

of Consumer Choice for Wine: A Twelve-Country Comparison.

*Proceedings of the 4<sup>th</sup> International Conference of the Academy of Wine Business Research*, Italy, July, 17-19, CD-ROM.

Mueller, S., Rungie, C., Goodman, S., Lockshin, L. and Cohen, E. 2008. Is There More Information in Best Worst Choice Data? Using the Variance-Covariance Matrix to Consider Respondent Heterogeneity. *Proceedings of the 4<sup>th</sup> International Conference of the Academy of Wine Business Research*, Italy, July, 17-19, CD-ROM.

Cohen, E., d'Hauteville, F., Goodman, S., Lockshin, L. and Sirieix, L. 2008. A Cross-Cultural Comparison of Choice Criteria for Wine in Restaurants. *Proceedings of the 4<sup>th</sup> International Conference of the Academy of Wine Business Research*, Italy, July, 17-19, CD-ROM.

Casini, L., Corsi, A.M., Lockshin, L., Cohen, E. and Goodman, S. 2008. Consumer Preferences in Wine in Italy Applying Best-Worst Scaling. *Proceedings of the 4<sup>th</sup> International Conference of the Academy of Wine Business Research*, Italy, July, 17-19, CD-ROM.

Ben-Nun, L. and Cohen, E. 2008. The Perceived Importance of the Features of Wine Regions and Wineries for Tourists in Wine Regions. *Proceedings of the 4<sup>th</sup> International Conference of the Academy of Wine Business Research*, Italy, July, 17-19, CD-ROM.

Cohen, E., d'Hauteville, F., Goodman, G., Lockshin, L. and Sirieix, L. 2008. A Cross-Cultural Comparison of Choice Criteria for Wine in Restaurants. *The 24th International Congress of the French Association of Marketing (Association Francaise de Marketing AFM)*, Bois de Vincennes, Paris, May 15-16, CD-ROM.

Dikhili, S., Cohen, E., d'Hauteville, F. and Sirieix, L. 2007. Apport de la method "Best-Worst" a l'analyse des criteres de choix dex consommateurs. Application au cas de l'huile d'olive en France at en Tunisie (A Contribution of the "Best Worst" Method to the Analysis of Consumers' Choice Criteria. An Empirical Application for Olive Oil Consumers in Tunisia and France). *Proceedings of the 12<sup>th</sup> Journees de Recherche en Marketing de Bourgogne*. Dijon, 8-9 November, CD-ROM.



- Cohen, E. and Lowengart, O. 2006. Positioning Mapping of Red Wines. *Proceedings of the 3<sup>rd</sup> International Conference of the Academy of Wine Business Research*, Montpellier, FR, July 6-8, CD-ROM.
- Lowengart, O. and Cohen, E. 2006. Drivers of Consumers' Wine Choice: A Multiattribute Approach. *Proceedings of the 3<sup>rd</sup> International Conference of the Academy of Wine Business Research*, Montpellier, FR, July, CD-ROM.
- Goodman, S., Lockshin, L. and Cohen, E. 2006. Using the Best-Worst Method to Examine Market Segments and Identify Different Influences of Consumer Choice. *Proceedings of the 3<sup>rd</sup> International Conference of the Academy of Wine Business Research*, Montpellier, FR, July, CD-ROM.
- Goodman, S., Lockshin, L. and Cohen, E. 2005. Best-Worst Scaling: A Simple Method to Determine Drinks and Wine Style Preferences. *Proceedings of the 2<sup>nd</sup> International Wine Marketing Symposium*, Rohnert Park, Sonoma County, CA, USA, July, CD-ROM.
- Cohen, E. and Lowengart, O. 2003. Exploring Consumers' Wine Preferences. *Australian and New Zealand Marketing Academy ANZMAC 2003 Proceedings*, pp. 269-263.
- Schwartz, Z. and Cohen, E. 2003. Hotel Revenue Management Forecasting: Evidence of Expert Judgment Bias. *Proceedings of CHRIE Conference, The Hospitality and Tourism Educators*, pp. 362-366.
- Cohen, E., Birk, Y., Mannheim, C.H. and Saguy, I.S. 1993. Application of Kinetic Models to Quantify Changes during Processing and Storage. *Proceedings of the 21<sup>st</sup> International Symposium, The International Federation of Fruit Juice Producers*, pp. 249-258. Kundig Druk AG, Zug.
- Laufer, A. and Cohen, E. 1988. Statistical Procedures for the Quality Assurance of Exported Israeli Citrus Products. *Proceedings of the Sixth International Citrus Congress Middle East*, pp. 1773-1776. Balaban Publisher, Margraf Scientific Books, Weikersheim, Germany.
- Cohen, E., Berner, R. and Schor, M. 1986. Shelf-Life Testing of Citrus Juices. *Proceedings of the XIX International Symposium, The International Federation of Fruit Juice Producers*, pp. 401-408. Juris Druck & Verlag, Zurich.
- Saguy, I. and Cohen, E. 1984. Evaluation of Spectral Characteristics of Israeli Citrus Products for Authenticity Determination. *Proceedings of the XVIII*

*International Symposium, The International Federation of Fruit Juice Producers*, pp. 305-312. Juris Druck & Verlag, Zurich.

Cohen, E., Sharon, R. and Volman, L. 1984. Statistical Methods Applied in Quality Control and Detecting Adulteration of Citrus Juice. *Proceedings of the XVIII International Symposium, The International Federation of Fruit Juice Producers*, pp. 149-154. Juris Druck & Verlag, Zurich.

Brown, M.B. and Cohen, E. 1984. Statistical Issues in the Quality Control of Fruit Juice. *Proceedings of the XVIII International Symposium, The International Federation of Fruit Juice Producers*, pp. 123-129. Juris Druck & Verlag, Zurich.

(c) Refereed articles and refereed letters in scientific journals

Lockshin, L., Cohen, E. and Zhou, X. 2011. What influences five-star Beijing restaurants in making wine lists? *Journal of Wine Research*, 22(3), 227-243.

Dekhili, S., Sirieix, L. and Cohen, E. 2011. How consumers choose olive oil: The importance of origin cues. *Food Quality and Preference*, 22, 757-762.

Lockshin, L. and Cohen, E. 2011. Using product and retail choice attributes for cross-national segmentation. *European Journal of Marketing*, 45(7/8), 1236-1252.

Ben-Nun, L. and Cohen, E. 2010. Main decision factors of visitors to wineries and wine regions. *Horizons in Geography*, 75, 124-135 (Hebrew).

Cohen, E., d'Hauteville, F. and Sirieix, L. 2009. A cross cultural comparison of choice criteria for wine in restaurants. *International Journal of Wine Business Research*, 21(1), 50-63.

Cohen, E. 2009. Applying best-worst scaling to wine marketing. *International Journal of Wine Business Research*, 21(1), 8-23.

Cohen, E. and Ben-Nun, L. 2009. The important dimensions of wine tourism experience from potential visitors' perception. *Tourism and Hospitality Research*, 9(1), 20-31.

Goodman, S., Lockshin, L. and Cohen, E. 2008. Examining market segments and influencers of choice for wine using the best-worst choice method. *Marketing & Communication, Market Management (Revue Internationale des Sciences Sociales)*, 8(1), 94-112.

- Cohen E., Ghiselli, R. and Schwartz, Z. 2006. The effect of loss leader pricing on restaurant menus' product portfolio analysis. *Journal of Foodservice Business Research*, 9(1), 21-38.
- Schwartz, Z. and Cohen, E. 2004. Subjective estimates of occupancy forecast uncertainty by hotel revenue managers. *Journal of Travel & Tourism Marketing*, 16(4), 59-66.
- Schwartz, Z. and Cohen, E. 2004. Hotel revenue management forecasting evidence of expert judgment bias. *Cornell Hotel and Restaurant Administration Quarterly*, 45(1), 85-98.
- Schwartz, Z. and Cohen, E. 2003. Hotel revenue management with group discount room rates. *Journal of Hospitality and Tourism Research*, 27(1), 24-47.
- Cohen, E., Schwartz, Z., Antonovski, R. and Saguy, S. 2002. Consumer perceptions of kosher products. *Journal of Foodservice Business Research*, 5(3), 69-88.
- Uriely, N., Schwartz, Z., Cohen, E. and Reichel, A. 2002. Rescuing hikers in Israel's deserts: Community altruism or an extension of adventurous tourism? *Journal of Leisure Research*, 34(1), 25-36.
- Cai, L.A., Schwartz, Z. and Cohen, E. 2001. Senior tourists in the Holy Land. *Journal of Teaching in Travel and Tourism*, 1(4), 19-33.
- Cohen, E., Reichel, A. and Schwartz, Z. 2001. On the efficacy of an in-house food sanitation training program: Statistical measurements and practical conclusions. *Journal of Hospitality and Tourism Research*, 25(1), 5-16.
- Cohen, E., Cukierman, G.E. and Schwartz, Z. 2000. Cutting costs on HACCP systems in food catering: Sampling frequency and the rate of misclassification. *Journal of Restaurant and Foodservice Marketing*, 4(1), 19-29. [renamed 2002 – *Journal of Foodservice Business Research*]
- Schwartz, Z. and Cohen, E. 1999. Tipping and the nation's tax burden: A cross-country study. *Anatolia: An International Journal of Tourism and Hospitality Research*, 10(2), 135-147.
- Schwartz, Z. and Cohen, E. 1999. The perceived value of value meals: An experimental investigation into product bundling and decoy pricing in restaurant menus. *Journal of Restaurant and Foodservice Marketing*,

- 3(3/4), 19-37. [renamed 2002 – *Journal of Foodservice Business Research*]
- Cohen, E., Mesika, R. and Schwartz, Z. 1999. A multidimensional approach to menu sales analysis. *PRAXIS - The Journal of Applied Hospitality Management*, 2(1), 130-143.
- Cohen, E., Birk, Y., Mannheim, C.H. and Saguy, I. S. 1998. A rapid method to monitor quality of apple juice during thermal processing. *Food Science and Technology (Lebensmittel-Wissenschaft und-Technologie)*, 31(7), 612-616.
- Cohen, E., Birk, Y., Mannheim, C.H. and Saguy, I.S. 1994. Kinetic parameter estimation for quality changes during continuous thermal processing of grapefruit juice. *Journal of Food Science*, 59, 155-158.
- Cohen, E. and Fuchs, C. 1993. Assessment of statistical procedures for testing multivariate data in fruit juices. *Fruit Processing*, 3 (8), 308-310.
- Cohen, E. 1990. Attributes of Israeli citrus juices. *Fruit Processing*, 57(11), 720-723, 729-730.
- Cohen, E. and Saguy, I. 1985. Statistical evaluation of Arrhenius model and its applicability in prediction of food quality losses. *Journal of Food Processing and Preservation*, 9, 273-290.
- Fuchs, C. and Cohen, E. 1985. The statistical properties of a stepwise procedure for testing the purity of fruit juice. *Zeitschrift fur Lebensmittel-Untersuchung und-Forschung*, 180, 384-388. [renamed 1/5/1999 – *European Food Research & Technology*]
- Cohen, E. 1985. Evaluation of the authenticity of citrus juices. *Fruit Processing*, 52(11), 580-585, 597-599.
- Cohen, E., Sharon, R., Volman, L., Hoenig, R. and Saguy, I. 1984. Characteristics of Israeli citrus peel and citrus juice. *Journal of Food Science*, 49, 987-990.
- Cohen, E. and Fuchs, C. 1984. Amino acid norms applied for detection of dilution and adulteration of fruit juice: Statistical analyses of the Israeli citrus juice data. *Fruit Processing*, 51(4), 169, 185-188.
- Saguy, I. and Cohen, E. 1984. Spectral characteristics of Israeli orange products. *Zeitschrift fur Lebensmittel-Untersuchung und-Forschung*,

- 178, 386-388. [renamed 1/5/1999 – *European Food Research & Technology*]
- Saguy, I., Goldman, M., Burd, A. and Cohen, E. 1984. The effect of oxygen retained by beet powder on the stability of betanine and vulgaxanthine-I. *Journal of Food Science*, 49, 99-101,113.
- Cohen, E. and Saguy, I. 1984. Measurements of oxygen-18/oxygen-16 stable isotopes ratio in citrus juice: A comparison of preparation methods. *Journal of Agricultural and Food Chemistry*, 32, 28-30.
- Cohen, E. 1983. Multiple linear regression modeling for quality control of citrus juice. *Zeitschrift fur Lebensmittel-Untersuchung und-Forschung*, 177, 468-471. [renamed 1/5/1999 – *European Food Research & Technology*]
- Cohen, E., Hoenig, R., Sharon, R. and Volman, L. 1983. Characteristics of Israeli citrus juice: I. Orange juice. *Fruit Processing*, 50(4), 188-194, 198. II. Grapefruit juice. *Fruit Processing*, 50(4), 193, 195-198.
- Cohen, E. and Saguy, I. 1983. The effect of water activity and moisture content on the stability of beet powder pigments. *Journal of Food Science*, 48, 703-707.
- Brown, M.B. and Cohen, E. 1983. Discussion of statistical methods for determining the purity of citrus juice. *Journal of the Association of Official Analytical Chemists*, 66(3), 781-788.
- Cohen, E. 1982. Seasonal variability of citrus juice attributes and its effect on the quality control of citrus juice. *Zeitschrift fur Lebensmittel-Untersuchung und-Forschung*, 175, 258-261. [renamed 1/5/1999 – *European Food Research & Technology*]
- Cohen, E. and Saguy, I. 1982. A rapid method of determination of betanine and vulgaxanthine-I in beet powder using a general purpose tristimulus colorimeter. *Zeitschrift fur Lebensmittel-Untersuchung und-Forschung*, 175, 31-33. [renamed 1/5/1999 – *European Food Research & Technology*]
- Brown, M.B., Cohen, E. and Volman, L. 1981. Comments on statistical methods of determining the purity of citrus juice. *Fruit Processing*, 48(9), 286-298.
- Cohen, E. 1981. Composition of Israeli citrus juice. *Fruit Processing*, 48(7), 319-320.

Brown, M.B., Cohen, E. and Volman, L. 1981. Commentaires sur les methodes statistiques proposees pour determiner la purete du jus d'agrumes. *Industries Alimentaires et Agricoles*, 98(3), 181-189.

(c) Unrefereed professional articles and publications

Lockshin, L., Cohen, E. and Goodman, S. 2008. Overcoming measurement errors: segmenting wine consumers across 11 countries. *The Australian and New Zealand Wine Industry Journal*, 24(1), 42-47.

Goodman, S., Lockshin, L. and Cohen, E. 2008. Influencers of Consumer Choice in the On-Premise Environment: More International Comparisons. *The Australian and New Zealand Grapegrower and Winemaker*, 529, 76-78.

Goodman, S., Lockshin, L. and Cohen, E. 2007. Influencers of Consumer Choice in a Retail Setting: More International Comparisons. *The Australian and New Zealand Wine Industry Journal*, 22(6), 42-48.

Goodman, S., Lockshin, L. and Cohen, E. 2006. Influencers of Consumer Choice: Comparing International Markets. *The Australian and New Zealand Wine Industry Journal*, 22(3), 91-95.

Goodman, S., Lockshin, L. and Cohen, E. 2006. What's Influencing Consumer Selection in the Retail Store? *The Australian and New Zealand Grapegrower and Winemaker*, 515, 61-63.

Goodman, S., Lockshin, L. and Cohen, E. 2006. The On-premise Environment – What's Influencing Consumer Choices? *The Australian and New Zealand Wine Industry Journal*, 21(6), 87-90.

• **Lectures and Presentations at Meetings and Invited Seminars**

(a) Invited plenary lectures at conferences (partial list)

2006 - Best-Worst Scaling Mode and Applications. AgroM SESG, Ecole Nationale Supérieure Agronomique de Montpellier (The Higher National Agronomy School of Montpellier), Département Sciences économiques, Sociales et de gestion, Montpellier, France, May-June.

2005 - Consumers, Who are They and What are the Factors that Influence their Decision in Buying Wine? Presented at the conference: "Israel in the International Wine Market", Rosh Pina, Israel, June 9.

- 2004 - Consumers' Perception of Wine Quality. Presented at the 15<sup>th</sup> International Conference of the Israeli Society for Quality, Jerusalem, November 16-18.
- 2002 - Consumer Perceptions of Kosher Products. Presented at the 2<sup>nd</sup> conference: "New Age Food - Nutrition, Technology and Marketing Management", Tel Aviv, December 18-19.
- 2000 - Managerial Aspects in the Food Industry. Seminar organized for Middle East International Investment Group (licensed by Miller Beer), with the cooperation of "MASHAV", Center for International Cooperation, The Ministry of Foreign Affairs, Amman, Jordan, August 13-17.
- 2000 - Menu Engineering as a Strategic Tool in F&B Management. Presented at the National Conference of Restaurant Management, Sheraton City Tower, Ramat Gan, Israel, May 30.
- 1999 - Using Decision Support Software in F&B Management. Presented at the Annual National Conference on Food and Beverage Management, Tel Aviv, Israel November 8-9.
- 1996 - Auditing Quality Systems. A two-day seminar organized and taught by The Technion, Israel Institute of Technology, Division of Continuing Education and External Studies, Tel Aviv, Israel (February 27-28 and July 8-9).
- 1993 - Quality Indexes to Improve Quality and Process Productivity. Presented at the meeting of The Board of Directors in the Baking Industry, Jerusalem, Israel, September.
- 1990 - Quality Management in the Food Industry. Seminar organized and presented jointly with P. Rosenfeld (Pillsbury Co.) and I.S. Saguy, The Hebrew University of Jerusalem, Faculty of Agricultural, Food and Environmental Quality Sciences, The Division for External Studies, Rehovot, Israel, March 27-28.
- 1989 - Statistical Process Control as a Management Tool to Improve Process Productivity and Product Quality. Presented at the 30<sup>th</sup> Anniversary Symposium, The Institute of Quality for the Food Industry, Tel Aviv, Israel, November.
- (b) Presentation of papers at conferences/meetings (oral or poster)

- Cohen, J. Cohen, E. and Bruwer, J. 2013. Wine Tourism Preferences: Developing the Wine Tourism Offer in the Loire Valley, *Proceedings of the 7<sup>th</sup> International Conference of the Academy of Wine Business Research*, St. Catherine, ON, June 12-15.
- Cohen, J., Cohen, E. and Ben-Nun, L. 2011. What Influences Potential Wine Tourists? Presented at the 5<sup>th</sup> Annual Conference American Association of Wine Economists (AAWE), Bolzano, Italy, June 22-25.
- Cohen, J. and Cohen, E. 2011. Can Consumers Discriminate Between Sensory Attributes in Wine? The Case of Bordeaux Reds. *Proceedings of the 6<sup>th</sup> International Conference of the Academy of Wine Business Research*, Bordeaux, France, June 9-11.
- Dekhili, S., Cohen, E. and Sirieix, L. 2010. Using Best-Worst Scaling Method to Explore Consumers' Preferences for Olive Oil. Presented at the European Association of Wine Economists (EuAWE) and VDQS XVII conference, Quality and Gastronomy, Palermo Sicily, June 9-12.
- Ben-Nun, L. and Cohen, E. 2009. Using Best-Worst Scaling Method to Classify Potential Wine Tourists. Presented at Bacchus Goes Green, 4<sup>th</sup> Interdisciplinary and International Wine Conference, Dijon, Bourgogne, France, July 8-10.
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- Cohen, E. and Lowengart, O. 2003. Exploring Consumers' Wine Preferences. Presented at the ANZMAC Conference, Australian-New Zealand Marketing Academy, Adelaide, SA, Dec. 1-3.
- Schwartz, Z. and Cohen, E. 2003. Hotel Revenue Management Forecasting: Evidence of Expert Judgment Bias. Presented at the CHRIE Annual Conference, The Hospitality and Tourism Educators, Palm Springs, CA, August 6-9.
- Schwartz, Z., Cohen, E. and Cai, L.A. 2000. Senior Tourists in the Holy Land. Presented at the 20<sup>th</sup> Annual ISTTE Conference, The International Society of Travel and Tourism Educators, Tampa, FL, October 5-7.

- Cohen, E., Kampf, N. and Nussinovitch, A. 2000. Comparison of the Physical and Sensorial Properties of Fully Baked and Semi-Baked-Frozen-Thawed-and-Finished Baked Baguettes. Presented at The IFT Annual Meeting, The Institute of Food Technologists, Dallas, Texas, June 10-14.
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- Cohen, E., Reichel, A. and Schwartz, Z. 1999. On the Efficacy of an In-House Food Sanitation Training Program: Statistical Measurements and Some Practical Conclusions. Presented at the CHRIE Annual Conference, The Hospitality and Tourism Educators, Albuquerque, New Mexico, August 4-8.
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- Cohen, E., Birk, Y., Mannheim, C.H. and Saguy, I.S. 1994. A Rapid Method to Monitor Quality of Fruit Juices during Thermal Processing. Presented at The 55<sup>th</sup> Annual Meeting, Institute of Food Technologists, Atlanta, Georgia, June 25-29.
- Cohen, E., Birk, Y., Mannheim, C.H. and Saguy, I.S. 1993. Application of Kinetic Models to Quantify Changes during Processing and Storage. Presented at the 21<sup>st</sup> International Fruit Juice Symposium, the International Federation of Fruit Juice Producers, Budapest, Hungary, May 3-7.
- Cohen, E. and Saguy, I.S. 1992. Kinetic Study of Quality Factors Loss in High Temperature Short Time Processing Conditions. IFTEC, International Food Technology Exposition and Conference, The Hague, The Netherlands, November 15-18.
- Laufer, A. and Cohen, E. 1988. Statistical Procedures for the Quality Assurance of Exported Israeli Citrus Products. Presented at The Sixth International Citrus Congress Middle East, The International Society of Citriculture, Tel Aviv, Israel, March 6-11.

- Cohen, E., Berner, R. and Schor, M. 1986. Shelf-Life Testing of Citrus Juices. Presented at the XIX International Symposium, the International Federation of Fruit Juice Producers, The Hague, The Netherlands, May 12-15.
- Cohen, E. and Brown, M.B. 1985. Methods for Assuring Quality of Israeli Citrus Juices. Presented at The 1985 Citrus Products Specialized Technology Group Symposium, The 45<sup>th</sup> Annual Meeting, Institute of Food Technologists, Atlanta, GA, June 9-12.
- Brown, M.B., Katz, B.P. and Cohen, E. 1985. Statistical Procedures for the Identification of Adulteration in Fruit Juices. Presented at the Annual Meeting of The American Chemical Society, Miami Beach, Florida, April 28 - May 2.
- Fuchs, C. and Cohen, E. 1984. The Validity of the Use of 'Base Sample' in Testing Adulteration of Fruit Juice. Presented at the 5<sup>th</sup> International Conference of the Israel Society for Quality, Tel Aviv, October 23-25.
- Cohen, E. 1984. Application of Statistical Tests for Quality Assurance of Israeli Citrus Juice. Presented at the 5<sup>th</sup> International Conference of the Israel Society for Quality, Tel Aviv, October 23-25.
- Cohen, E. and Saguy, I. 1984. Statistical Evaluation of the Arrhenius Model to Kinetic Data of Nutrient Losses. Presented at the Annual Meeting of The Israel Society for Food and Nutrition Sciences, Rehovot, May 16.
- Saguy, I. and Cohen, E. 1984. Evaluation of Spectral Characteristics of Israeli Citrus Products for Authenticity Determination. Presented at the XVIII International Symposium, The International Federation of Fruit Juice Producers, Tel Aviv, March 25-30.
- Brown, M.B. and Cohen, E. 1984. Statistical Issues in the Quality Control of Fruit Juice. Presented at the XVIII International Symposium, The International Federation of Fruit Juice Producers, Tel Aviv, March 25-30.
- Cohen, E., Sharon, R. and Volman, L. 1984. Statistical Methods Applied in Quality Control and Detecting Adulteration of Citrus Juice. Presented at the XVIII International Symposium, The International Federation of Fruit Juice Producers, Tel Aviv, March 25-30.
- Saguy, I., Goldman, M. and Cohen, E. 1983. The Effect of Oxygen Retained by Beet Powder on the Stability of Betanine and Vulgaxanthine-I. Presented at

the 43<sup>rd</sup> Annual Meeting, Institute of Food Technologists, New Orleans, Louisiana, June 19-22.

Cohen, E. and Saguy, I. 1982. Effect of Water Activity and Moisture Content on the Pigment Stability of Beet Powder. Presented at the 42<sup>nd</sup> Annual Meeting, Institute of Food Technologists, Las Vegas, Nevada, June 22-25.

• **Research Grants**

2006 - Australian Government, Grape and Wine Research and Development Corporation "Mapping the Influence of Consumer Choice for Wine Selection (On- and Off-Premises) in Key Export Markets". School of Marketing, University of South Australia, Adelaide, with Steve Goodman and Larry Lockshin (Principal investigator), 2 years, AUD 45,000.

1999 – The Ministry of Tourism. "Travel Market Segmentation and the Implementation of Market Strategies". One year, IS 10,000.

1993 - The Ministry of Industry, The Chief Scientist. Subject: "Improvement in the Quality of Citrus Juices". With the cooperation of the Rimon citrus plant. Principal investigator: I.S. Saguy, The Hebrew University of Jerusalem, Faculty of Agricultural, Food and Environmental Quality Sciences, Rehovot, Israel. 6 months, \$30,000.

• **Present Academic Activities**

(a) Submitted for publication

Lockshin, L. and Cohen, E. How consumers choose wine – Using best-worst scaling across countries, in: Louviere, J. and Marely, A. (Eds.) *Best-Worst Scaling*. Oxford University Press (in press).

(b) Research in progress

Cohen, E. and Lockshin, L. Statistical methods applied in hospitality, in Uysal, M., Schwartz, Z. and Sirakaya, E. (Eds.) *Management Science in Hospitality and Tourism: Theory, Practice and Applications*. Apple Academic Press – CRC Press, the Taylor & Francis Group (in preparation).

Ben-Nun, L. Ben Israel, B. and Cohen, E. Food and wine tourism in Israel, in:  
Leitner M. and Leitner, S. (Eds.) *Inside Israel: Israeli Life and Leisure in  
the 21st Century*. Sagamore (in preparation).