# CURRICULUM VITAE and LIST of PUBLICATIONS

***Eli Cohen***
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## Education

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

## Member of editorial board of

- *International Journal of Wine Business Research* (since 2007-2020)
- *British Food Journal* (since June 2012-2020).
- *Journal of Tourism, Heritage and Services Marketing* (since 2017)

Guest editor:
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.

## Review articles for scientific journals

- *Appetite*
- *British Food Journal*
- *European Journal of Marketing*
- *Food Quality and Preference*
- *International Journal of Contemporary Hospitality Management*
- *International Journal of Gastronomy and Food Science*
- *International Journal of Tourism Research*
- *International Journal of Wine Business Research*
- *Journal of International Food & Agribusiness Marketing*
- *Journal of Outdoor Recreation and Tourism*
- *Nutrition and Food Science*
- *Wine Economics and Policy*

## Honors and Awards

2019 – Best paper award, International Symposium on Business and Economics, Podgorica, Montenegro
2018 – Certificate of Reviewing Award, Elsevier, *Wine Economics and Policy*
2017 – Outstanding Contribution in Reviewing, *Food Quality and Preference*, Elsevier
2013 – Award of Excellence, Outstanding Reviewer Award, *International Journal of Wine Business Research*, Emerald
2003 – Best paper award, CHRIE, The Hospitality and Tourism Educators Annual Convention, Palm Springs, CA.
1993 – Outstanding instructor award, The Hebrew University of Jerusalem.

**Academic and Professional activities (part list)**

2017 – present: Adjunct professor, Ben-Gurion University of the Negev, Gilford Glazer Faculty of Business Administration, Beer Sheva, Israel
2015 – 2016: Kinneret, Academic College
1996 – 2011: Ben-Gurion University of the Negev, Gilford Glazer Faculty of Business Administration, Beer Sheva, Israel (tenure).
2013 - 2014: Ono Academic College, Faculty of Business Administration, Head, Management of Leisure Business Program
2011 (Sep.-Oct.) – Visiting Professor, Erasmus Mundus. Vintage Master Program, Groupe ESA, Ecole Superieure d'Agriculture d'Angers, France.
2008-2020: Adjunct Senior Research Fellow, University of South Australia, School of Marketing, Adelaide, Australia
2006 (April-Aug): Visiting, 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, Tourism Laboratory for Economic and Social Behavior Research (TesB), University of Illinois at Urbana-Champaign, Department of Leisure Studies
1996 – 2003: Academic director and lecturer, International Postgraduate Courses on "Food Technology" and "Food Management", for international participants. The Hebrew University of Jerusalem, with cooperation of The Center for International Cooperation ("MASHAV"), The Ministry of Foreign Affairs.
1992-2014: Consulting in the food industry applying Quality and Safety Management systems based on international standards, in Israel and in Europe (citrus products factories; dehydrated products plant; bakery; fruit & vegetables processing plant, food additive and more).
1983- 2005: Adjunct Lecturer, The Hebrew University of Jerusalem, Faculty of Agricultural, Food and Environmental Quality Sciences, Rehovot, Israel.

**Courses taught (part list)**

- *Strategic Management in Hotel and Tourism and Hospitality Industry (graduate)*
- *The Management of Engineering Systems in the Hospitality Industry*
- *Food Science and Technology*
- *Food and Beverage Management*
- *Design and Management of Quality*
- *Kinetics and Shelf-Life Prediction of Food Products*
- *Management of Service Quality in Hospitality*.
- *The Management of Engineering Systems in the Hospitality Industry*

**Courses taught international programs.**

- *Quantitative Research Methods (graduate)*
  Bordeaux School of Management, France and HKU Space Community College, Hong Kong

- *Wine Marketing (graduate)*
  Groupe ESA, Ecole Superieure d'Agriculture d'Angers, France.

- *Applied Choice Modeling, Theory and Practical Implementation (graduate)*
  AgroMonpellier, Ecole Nationale Supérieure Agronomique de Montpellier (ENSAM. The Higher National Agronomy School of Montpellier), Département Sciences économiques, Sociales et de gestion, Montpellier, France

***Referred Articles in Scientific Journals*** (part list)

- 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

- 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., 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., Mesika, R. and Schwartz, Z. 1999. A multidimensional approach to menu sales analysis. *PRAXIS - The Journal of Applied Hospitality Management.* 2(1): 130-143

- 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* [a]*,* 3(3/4): 19-37

- Schwartz, Z. and Cohen, E. 1999. Tipping and the Nations Tax Burden: A Cross-Country Study. *Anatolia*: *An International Journal of Tourism and Hospitality Research,* 10(2): 135-147

- 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* [a], 4(1): 19-29.

- 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

- 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

- 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

- Cohen, E., Schwartz, Z., Antonovski, R. and Saguy, S. 2002. Consumer Perceptions of Kosher Products. *Journal of Foodservice Business Research.* 5(3): 69-88

- Schwartz, Z. and Cohen, E. 2003. Hotel Revenue Management with Group Discount Room Rates. *Journal of Hospitality and Tourism Research.* 27(1): 24-47

- 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

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[a] *renamed 2002 – Journal of Foodservice Business Research*

- Schwartz, Z. and Cohen, E. 2004. Subjective Estimates of Occupancy Forecast Uncertainly by Hotel Revenue Managers. *Journal of Travel & Tourism Marketing,* 16(4): 59-66

- 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

- Goodman, S., Lockshin, L. and Cohen, E. 2008. Examining market segments and influences 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. and Ben-Nun, L. 2009. The important dimensions of wine tourism experience from potential visitors' perception. *Tourism and Hospitality Research*, 9(1):20-31

- Cohen, E. 2009. Applying Best-Worst Scaling to Wine Marketing. *International Journal of Wine Business Research,* 21(1):8-23.

- 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

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

- 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

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

- Tang, V.C.M., Tchetchik, A. and Cohen, E. 2015. Perception of Wine Labels by Hong Kong Chinese Consumers. *Wine Economics and Policy*, 4, 12-21.

- Saguy, I.S. and Cohen, E. 2016. Food Engineering: Attitudes and future outlook. *Journal of Food Engineering*, 178, 71-80.

- Saguy, I.S., Roos, Y.H. and Cohen, E. 2018. Food engineering and food science and technology: Forward-looking journey to future new horizons. *Innovative Food Science and Emerging Technologies*, 47, 326-334.

- Maria Angela Perito, Giampiero Sacchetti, Carla Daniela Di Mattia, Emilio Chiodo, Paola Pittia, I. Sam Saguy & Eli Cohen, 2019: Buy Local! Familiarity and Preferences for Extra Virgin Olive Oil of Italian Consumers, *Journal of Food Products Marketing*, 25(4), 462-477.

- Aharon, D.Y. Jacobi, A., Cohen, E., Tzur, J. And Qadan, M. 2021. COVID-19, government measures and hospitality industry performance. PloS one 16 (8), e0255819, doi.org/10.1371/journal.pone.0255819

- Saguy, I.S., Silva, C.L.M. and Cohen, E. 2024. Emerging challenges and opportunities in innovating food science technology and engineering education. *npj Science of Food* **volume 8**, Article number 5. Emerging challenges and opportunities in innovating food science technology and engineering education | npj Science of Food (nature.com)

- Saguy, I.S., Silva, C.L.M. and Cohen, E. 2025. Innovative Curriculum Strategies for Managing the Future of Food Science, Technology and Engineering Education. *Journal of Food Engineering* 392(2025) 112474.

- Saguy, I.S., Silva, C.L.M. and Cohen, E. 2025. Open-ended feedback on Education Innovation of Food Science, Technology and Engineering. *Journal of Agricultural, Earth and Environmental Sciences*, 4(3)01-07.

## *Chapters in Books*

- 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.

- 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.

- Ben-Nun, L. Ben Israel, B. and Cohen, E. 2014. Food and Wine Tourism in Israel, Chap. 15, pp. 131-142, in: Leitner M. and Leitner, S. (Eds), "Israeli Life and Leisure in the 21st Century". Sagamore publishing, USA.

- Lockshin, L. and Cohen, E. 2015. How Consumers Choose Wine – Using Best Worst Scaling Across Countries, Chapter 8, in: Louviere, J.J., Flynn, T.N. and Marely, A.A.J. (Eds) "Best-Worst Scaling, Theory, Methods and Applications", Cambridge University Press, UK.

- Cohen, E. and Lockshin, L. 2016. Best-Worst Scaling Method: Application to Hospitality and Tourism Research, in Uysal, M., Schwartz, Z. and Sirakaya-Turk, E. (Eds). "Management Science in Hospitality and Tourism: Theory, Practice and Applications", Apple Academic Press.

- Shay, R. and Cohen, E. 2022. "The COVID-19 pandemic effect on stock prices of leading public chain hotels in Israel" in: Christou, E., and Fotiadis, A. (Eds.) "Reviving tourism in the post-pandemic era." p. 436-445. Thessaloniki: SEB-IHU Press. Greece, ISBN: 978-618-5630-06-5 (available: https://www.tourman.gr/rtpe.pdf ).

- Cohen, E. 2024. Wine Tourism in Israel: Preferences of Potential Wine Tourists. Chapter 8, pp. 141-154. In: Martínez-Falcó, J., Marco-Lajara, B., Sánchez-García, E., Millán-Tudela, L.A. (eds) Strategic Management in the Wine Tourism Industry Competitive Strategies, Wine Tourism Behaviour, and New Strategic Tools," Palgrave Macmillan. Cham. https://doi.org/10.1007/978-3-031-54837-6_8

## *Presentations at conferences and meetings (part list)*

- Baumgartner, H., Cohen, E., Schwartz, Z. and Uriely, N. 1999. Rescuing Hikers in Israel's Deserts: Community Altruism or an Extension of Adventurous Tourism? Presented at the International Conference on "Improving Safety and Security at Tourism Destinations", Kalmar, Sweden, August 18-22.

- 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.

- Schwartz, Z., Cohen, E. and Cai, L.A. 2000. Senior tourists in the Holy Land. Presented at the 20th Annual ISTTE Conference, The International society of Travel and Tourism Educators, Tampa, FL, October 5-7.

- 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.

- 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.

- Goodman, S., Lockshin, L. and Cohen, E. 2005. Best-Worst Scaling: A Simple Method to Determine Drinks and Wine Style Preferences. Presented at the 2nd Annual International Wine Marketing Symposium, Rohnert Park, Sonoma County, CA, USA, July 8-9

- Goodman, S., Lockshin, L. and Cohen, E. 2005. Wine Variety, Region, and Brand Preferences: Choice Differences of High and Low Involvement Wine Consumers. Presented at the 2005 Australian Wine Marketing Conference, Adelaide, August 1-2.

- Zucca, G., Cohen, E., Goodman, S. and Lockshin, L. 2006. Using Best-Worst scaling surveys to assess customers wine purchasing decisions in small wineries. Presented at the "Wine in the World Markets, Tourism and Globalization", the second International Conference on Economics, Management Sciences and History of Wine, University of Florence, Italy, June 8-10.

- Goodman, S., Lockshin, L. and Cohen, E. 2006. Using the Best-Worst method to examine market segments and identify different influences of consumer choice. Presented at the 3d International Wine Marketing Symposium, Montpellier, FR, July, 6-8.

- Lowengart, O. and Cohen, E. 2006. Drivers of Consumers' Wine Choice: A Multiattribute Approach. Presented at the 3d International Wine Marketing Symposium, Montpellier, FR, July, 6-8.

- Cohen, E. and Lowengart, O. 2006. Positioning Mapping of Red Wines. Presented at the 3d International Wine Business and Marketing Conference, Montpellier, FR, July 6-8,.

- Remaud, H., Goodman, S., Cohen, E. and Lockshin, L. 2007. Understanding Consumer Store Choice Using Best-Worst Analysis. Presented at the 14th International conference on Recent Advances in Retailing and Consumer Services Science, The European Institute of Retailing and Services Studies (EIRASS), San Francisco, June 29-July 2, 2007.

- Dikhili, S., Cohen, E., d'Hauteville, F. and Siriex, 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 on olive oil consumers in Tunisia and France). 12th Journees de Recherche en Marketing de Bourgone. Dijon, 8-9 November.

- Cohen, E., d'Hauteville, F., Goodman, G., Lockshin, L. and Sirieix, L. 2008. A cross cultural comparison of choice criteria for wine at restaurant. Presented at the 24th International congress of the French Association of Marketing (Association Francaise de Marketing AFM), May 15-16, Bois de Vincennes, Paris.

- Casini, L., Corsi, A.M., Lockshin, L., Cohen, E. and Goodman, S. 2008. Wine Preferences and Market Segmentation: an application of the Best-Worst Method to Italian consumers. Presented at the XXXI World Congress of Vine and Wine, June 15-20, Verona, Italy.

- Cohen, E. and Ben-Nun, L. 2008. The perceived importance of wineries and wine regions features for tourists. Presented at the first QATEM Workshop Quantitative Approaches in Tourism Economics and Management, Perpignan, France 27 June.

- Ben-Nun, L. and Cohen, E. 2008. The perceived importance of the features of wine regions and wineries for tourists in wine regions. Presented at the 4th International Conference of the Academy of Wine Business Research, Italy, July, 17-19.

- Casini, L., Corsi, A.M., Lockshin, L., Cohen, E. and Goodman, S. 2008. Consumer Preferences of wine in Italy applying Best-Worst and Ordinal Regression Methods. Presented at the 4th International Conference of the Academy of Wine Business Research, Italy, July, 17-19.

- Cohen, E., d'Hauteville, F., Goodman, S., Lockshin, L. and Sirieix, L. 2008. A cross-cultural comparison of choice criteria for wine in restaurants. Presented at the 4th International Conference of the Academy of Wine Business Research, Italy, July, 17-19.

- 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. Presented at the 4th International Conference of the Academy of Wine Business Research, Italy, July, 17-19.

- 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 Perouty, J.P. 2008. International Comparison of Consumer Choice for Wine: A Twelve Country Comparison. Proceedings of the 4th International Conference of the Academy of Wine Business Research, Italy, July, 17-19.

- Ben-Nun, L. and Cohen, E. 2009. Using Best-Worst scaling method to classify potential wine tourists. Presented at Bacchus Goes Green, 4th Interdisciplinary and International Wine Conference, Dijon, Bourgogne, France, July, 8-10.

- Dekhili, S., Cohen, E. and Sirieix, L. 2010. Using Best-Worst scaling method to explore consumers' preference of olive oil. Presented at the European Association of Wine Economists (EuAWE) and VDQS XVII conference, Quality and Gastronomy, Palermo Sicily, June 9-12.

- Cohen, J. and Cohen, E. 2011. Can Consumers Discriminate Between Sensory Attributes in Wine: The Case of Bordeaux Reds. Proceedings of the 6th International Conference of the Academy of Wine Business Research, Bordeaux, France, June, 9-11.

- Cohen, J., Cohen, E. and Ben-Nun, L. 2011. What Influences Potential Wine Tourists? *Presented at the 5th Annual Conference American Association of Wine Economists (AAWE),* Bolzano, Italy, June 22-25.

- Cohen, J. Cohen, E. and Bruwer, J. 2013. Wine Tourism Preferences: Developing the Wine Tourism Offer in the Loire Valley, Presented a*t the 7th International Conference of the Academy of Wine Business Research* (AWBR), St. Catharine, ON, June 12-15.

- Tang, V.C.M. and Cohen, E. 2014. Perception of wine labels by Hong Kong Chinese consumers. Presented at *the 8th International Conference of the Academy of Wine Business Research* (AWBR), Geisenheim, Germany, June 28-30.

- Tang, V.C.M., Tchetchik, A. and Cohen, E. 2014. What influence Hong Kong wine consumers in purchasing wine? Presented at *the International Symposium on Social Sciences* (TISSS 2014), Hong Kong, December 29-31.

- Levy, T. and Cohen, E. 2016. Success marketing factors for boutique wineries: perception of wine store managers. Presented at *the 9th International Conference of the Academy of Wine Business Research* (AWBR), UniSA, Adelaide, South Australia, February 16-19.

- Cohen, E. and Cohen, J. 2017. Wine list design in French restaurants: What really matters? Presented at the Culinary and Wine Tourism, Krems, Austria, October 18-22.

- Cohen, E., Cohen, J. and Lulais, Claire, C. 2018. The importance of wine features in designing wine list: an issue for restaurant management in India. Presented at the Asia Tourism Forum: "Tourism in the Global Era", Angers, France, June 7-9.

- Cohen, E. 2018. Best-Worst scaling method: Application to wine Tourism. Presented at the International Symposium on Business and Economics, Podgorica, Montenegro September 5-9.

- Elooz, S., Herbst, L., Netzer, S., Noach, H. and Cohen, E. 2019. Consumers perception of organic wine. Presented at *the 5th International Conference on Agriculture and Biology Sciences* (ABS2019) Macau, July 21-24.

- Cohen, E. 2019, (keynote speech). Implementation of Best-Worst scaling method to Hospitality and Tourism Research. Presented at the *3rd International Scientific Conference "Tourism, travel and hospitality at crossroads: The way ahead*" (TOURMAN2019) Thessaloniki, October 25-26.

- Shay, R. and Cohen, E. 2021. "Are hotel shares really suffering of COVID-19 pandemic?" Presented at the 4th International Scientific Conference TOURMAN21 "Restarting Tourism, Travel and Hospitality: The Day After", Thessaloniki, Greece, May 21-23.

- Cohen, E., Goldfeld, D., Nardi, D., Oron, Z. and Shragai, T. 2022. Promoting wine tourism in the desert: The case of the Israeli Negev. Presented at the 14th Annual Conference of the American Association of Wine Economists (AAWE), August 24-28, Tbilisi.

- Cohen, E. 2022. Can Wineries in the Desert Attract Visitors? Assessing the Preferences of Wine Tourists. Presented at the International Conference on Trends and Innovations in Management, Engineering, Sciences and Humanities (ICTIMESH 2022). December 19-22, Dubai, UAE.

- Levy, T. and Cohen, E. 2023. How can boutique wineries increase their sales with the alliance of wine stores? Presented at the 15th Annual Conference of the American Association of Wine Economists (AAWE), June 28-July 2, Stellenbosch, South Africa.

- Saguy, I.S. and Cohen, E. 2023. Challenges and opportunities in utilizing QR-codes for wine quality and marketing. Presented at the 15th Annual Conference of the American Association of Wine Economists (AAWE), June 28-July 2, Stellenbosch, South Africa.

- Saguy, I.S., Silva, C.L.M. and Cohen, E. 2023. Reshaping Food Science, Technology and Engineering Education Embracing Nutrition Integration and Sustainability. Presented at the 7th International ISEKI-Food Conference, "Next-Generation of Food Research, Education and Industry", July 5-7, Paris, France.

- Saguy, I.S. and Cohen, E. 2024. Quick Response (QR) tags kinetics and potential utilization for remote quality monitoring. Presented at the Society of Food Engineering Conference (SoFE), August 24-28, Seatle, USA.

- Cohen, E. and Levy, T. 2024. Improving Sales and Profitability for Small Businesses: A study of "boutique wineries". Presented at the International Academic Conference, International Institute of Social and Economic Sciences (IISES), September 2-4, Prague, Check Republic.

- Cohen, E. and Saguy, I.S. 2024. Reforming Food Science, Technology and Engineering Education: Unveiling Innovative Curriculum Trends. Presented at the 22nd World Congress of Food Science and Technology (IUFoST), September 8-12, Rimini, Italy.

- Cohen, E. and Saguy, I.S. 2025. Transforming Food Science, Technology, and Engineering Education with Curriculum Innovation. Presented at The Asian Conference on Education & International Development (ACEID), March 24-29, Tokyo, Japan.

- Cohen, E. 2025. Wine Tourism Development for Desert Regions. Presented at the 6th International Conference on Tourism Management and Hospitality (ICTMH) 14-16 August, Paris, France.

- Cohen, E. 2025. Tourist Preferences in Winery Tourism: An Empirical Study Using Best-Worst Scaling. Presented at the International Academic Conference, International Institute of Social and Economic Sciences (IISES), 25-27 August, Rome, Italy.

- Cohen, E. 2026. Integrating AI into the design and Assessment of the Effectiveness of Scaling Methods in Consumer Choice Studies. *Presented at the* Eighth International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPBSS 2026), 14-16 January, Dubai, United Arab Emirates.

***Professional articles and publications***

- 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.

- Goodman, S., Lockshin, L. and Cohen, E. 2006. What 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. 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. 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. 2008. Influencers of Consumer Choice in the On-Premise Environment: More International Comparisons. *The Australian and New Zealand Grapegrower and Winemaker*, 529, 76-78.

- 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.