Title
Can a changing ownership pattern bring back the former glory of Tokaj wine? An empirical assessment

I want to submit an abstract for:
Conference Presentation

Corresponding Author
Csaba Novák

E-Mail Corresponding Author
novak.csaba@unithe.hu

Affiliation
University of Tokaj, Sárospatak; IFKA, Budapest

Co-Author/s
<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peter Gál</td>
<td>University of Tokaj</td>
</tr>
<tr>
<td>Dániel Homolya</td>
<td>University of Tokaj</td>
</tr>
</tbody>
</table>

E-Mail/s Co-Author/s
<table>
<thead>
<tr>
<th>E-Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:gal.peter@unithe.hu">gal.peter@unithe.hu</a></td>
</tr>
<tr>
<td><a href="mailto:homolya.daniel@unithe.hu">homolya.daniel@unithe.hu</a></td>
</tr>
</tbody>
</table>

Keywords
technology improvement, ownership change, grapes production, production estimation, structure of production, impact of ownership

Research Question
A changing pattern of ownership is making an impact on the production side. Does it also impact on improved price premium or a better composition of output?

Methods
We are combining various databases into a single set of data that covers grapes producing companies in the region and applying panel econometrics and a set of control variables.

Results
The wine region is in a state of flux as the generation that set of wine businesses (late 1990s) is ageing. A new set of owners can have beneficial impact.

Abstract
Over three decades ago, amidst the era characterised by privatization and the newfound freedom to establish
businesses, a remarkable surge in the establishment of grape and wine-producing ventures unfolded in the Tokaj region. This marked a pivotal moment as enthusiasts in wine production and trade aspired to resurrect the grandeur associated with the Tokaj brand. The main question that lingered in the minds of these trailblazing businesses was whether they could truly reclaim Tokaj's former glory. The landscape seemed full with potential, with the emergence of numerous high-quality products, theoretically successful pricing strategies, and effective market positioning, spearheaded by both new entrants and established producers.

Nevertheless, despite the apparent success stories, a shroud of uncertainty enveloped the overall volume and regional impact of these endeavours. In this article, our focus is to delve into a specific element of this puzzle. Rather than passing definitive judgments on the entire scenario, we aim to highlight the demonstrable effects of widespread changes in ownership. These shifts were often catalysed by generational transitions and the evolving age composition of producers. Significant land and production capacities transitioned into the hands of new proprietors, either within familial circles or external entities. Our objective is to discern the tangible business advantages derived from these shifts through a comprehensive analysis of available datasets.

The anticipation is rooted in the expectation of a significant and sustained positive impact on the quality of output composition and an overall enhancement in market performance. However, it is crucial to acknowledge that a mere change in ownership does not guarantee automatic success for the business. Identifying the successful patterns inherent in new ownership structures becomes imperative for a nuanced understanding of the dynamics at play. This necessitates a granular exploration of the intricacies associated with the transition in the production structure of the Tokaj region.

The ripple effect of these ownership changes extends beyond the mere transfer of assets. It reflects a broader narrative encompassing strategic decision-making, innovation, and adaptation to evolving market dynamics. The interplay between the generational torch-passing and the infusion of new ideas and methodologies contributes to the complexity of this transformation.

One of the critical dimensions under scrutiny is the extent to which these ownership changes have translated into heightened operational efficiency and innovation. The infusion of fresh perspectives, coupled with a blend of traditional expertise, is anticipated to foster a dynamic environment conducive to continuous improvement. This dynamic shift could potentially manifest in the form of new production technologies, good manufacturing practices applied in other high end wine regions and a reinvigorated commitment to quality.

In conclusion, the narrative of ownership changes in the Tokaj region unfolds, interwoven with the aspirations, challenges, and transformative potential of the wine-producing businesses. Beyond the immediate quest for reclaiming Tokaj's historical eminence, the exploration of ownership dynamics opens a gateway to a deeper comprehension of the industry's evolution. By scrutinizing the multifaceted impact of these changes, we illuminate not only the present state but also the trajectory of Tokaj's wine sector on the canvas of time.

Consent
✔️ I agree to the privacy policy.

You find the link to our privacy policy at the bottom of the page. In the privacy policy you find a link for exporting and/or erasing your personal data stored in our database.