

I would like to express my gratitude for receiving a six-month sabbatical from Sonoma State University, which will enable me to focus on my academic projects. During this time, I focused on completing a textbook proposal and research article as outlined in my proposal. However, as the Editor of two academic journals and a mentor to many students, including the members of the Uncorked and Entrepreneurship clubs for which I am the advisor, I have allocated sufficient hours to support these ongoing activities and service responsibilities. Additionally, I have continued to serve on the department, school, and university committees to fulfill my service responsibility. Additionally, I have attended several continuing education webinars and applied for a \$100,000 U.S. Department of State Research Grant.

Regarding my textbook project, before starting my sabbatical, I had an initial non-signed agreement with the Cambridge Press. However, after submitting my chapter's outline, a complete chapter, and required supporting documents, the acquisition editor declined to offer me a contract because the topic of the wine business was not within their scope after all. Nonetheless, I submitted the proposal to four additional publishers, including IGI Global, Springer Nature, Emerald, and Wiley Publishing. Accordingly, IGI- Global, Springer, and Emerald offered me a contract, and to date, Wiley is still reviewing the manuscript. Surprisingly, Ethics Press, a UK-based textbook publisher, suggested that the topic was not suitable for their market; however, they offered me the opportunity to propose an alternative topic within the wine industry that would align with their scope and market, which I did. The book title is "**Winery Hospitality Management: Strategies for the Global Wine Experience Economy.**"

Regarding the research paper, regrettably, while researching and collecting data from my textbook and the research article in a focus group setting, participants suggested that although the topic for my research article was interesting and worthy of a paper publication, a different topic caught their attention, and it had more urgency than the research I was conducting. As a result, I took the advice and initiated new research, which I presented as a developmental paper at an Academic Conference. Considering the challenges and the changes I had to make, I have accomplished the following.

OUTPUT

1. RESEARCH PAPER.

The title of the original research paper I had proposed to work on was "The Critical Competing Factors of the Californian Wine Industry." For this developmental-empirical paper, I investigate the "*Success, failure, influence, and challenge factors of the California Wine Industry*" within the context of the wine trade and competitiveness. These factors are considered determinants in building a sustainable and competitive advantage. Nevertheless, according to the Focus Group Participants, a study to solve a serious current problem in the wine industry involves the quality of Wine Business Students being released to the workforce. They argue that graduates are not well-prepared to enter the wine industry, especially at the lower to mid-level management levels. Consequently, I changed my research paper project and gave it the title of "Wine Business Students' Preparedness for the Real World in the Era of AI." Accordingly, I invited a coauthor from Ontario, Canada, who is affiliated with Niagara University in the U.S. and involved in the wine industry, to join me in conducting this research. We presented the developmental paper at the 17th Annual Conference of the American Association of Wine Economists, held at [Cal Poly Agribusiness Department](#) in San Luis Obispo, California, USA, June 18 – 22, 2025. The presentation was well attended, and we received very constructive feedback.

Camillo, A.A., Camillo, C.I. (2025). Wine Business Students' Preparedness for the Real World in the Era of AI. [*The 17th Annual Conference of the American Association of Wine Economists*](#), Cal Poly Agribusiness Department, San Luis Obispo, California, USA, June 18 – 22, 2025.

2. TEXTBOOK PROPOSAL 1.

As mentioned above, I have now signed a contract with Emerald for the first textbook.

Camillo, A.A. (2027). *The Emerald Handbook of Wine Business Production, Operation, and Distribution*. Contracted by Emerald and scheduled to be published in the Spring of 2027.

The global wine industry is a multi-billion-dollar sector that relies on complex production, operational, and distribution systems to meet consumer demand. "***The Emerald Handbook of Wine Business Production, Operation, and Distribution***" provides a comprehensive reference to managing every

wine supply and value chain stage, from vineyard management to retail strategies. This book provides an in-depth understanding of the industry, including evolving trends, market forces, and best practices that define today's wine business. It addresses the intricacies of grape growing, wine production, operational management, distribution, and logistics, with a focus on efficiency, profitability, and sustainability. This book focuses on the production, marketing, and distribution model of the American wine industry. By combining practical insights, real-life examples, and industry expertise, this resource is essential for both experienced professionals and newcomers. While most viticulture and enology teaching institutions use literature based on agricultural and food science, business institutions lack the proper literature to introduce the "management" of a wine business operation. This book includes a framework that closes the global wine business ecosystem gap. Beginning with the definition of the industry, the text comprises 13 chapters that provide the necessary knowledge to start and manage a wine business.

3. TEXTBOOK PROPOSAL 2.

Camillo, A.A. (2026). Winery Hospitality Management: Strategies for the Global Wine Experience Economy, contracted by the ETHICS INTERNATIONAL PRESS LIMITED, UK, and scheduled to be published in November 2026.

Winery Hospitality Management is a comprehensive guide to the design, implementation, and operation of hospitality services within the global wine industry. As wine tourism continues to grow into a vital segment of the hospitality economy, wineries face increasing pressure to provide memorable experiences, manage visitor services efficiently, and align with sustainability and brand storytelling. This book bridges theory and practice, offering a comprehensive examination of how winery operations can leverage hospitality as a competitive advantage. The book combines business principles, service quality models, cultural tourism insights, and case studies from both Old and New World wine regions. It is the first textbook to address winery hospitality from a strategic management perspective, tailored for wine business professionals, hospitality operators, and students in wine business and tourism programs. There is no such book on the market today. The text comprises 13 chapters that cover the essential knowledge required to start, organize, and manage a winery hospitality business. After all, great winery hospitality is not about perfection; it's about the intention to underpromise and overdeliver. By uniting purpose, people, and place, wineries can craft experiences that guests will never forget—and always want to return to.

4. CONCLUSION

Overall, I believe that my sabbatical was very productive and rewarding, so that it will benefit Sonoma State University, the Student Body, the Faculty, and me. The time I had was beneficial for conducting and presenting research, as well as writing two complete book chapters that were submitted with the proposals. As an Editor, Author, and Research Social Scientist, I have benefited from the sabbatical time, which allowed me to focus on my goals without the interruption of teaching activities. In sum, the sabbatical allowed me to expand my research and deepen my academic knowledge in the field I research and teach. I am proud to have achieved the goals I set for the sabbatical. Lastly, I am forever grateful for having been allowed to focus on my academic work and to add one more paper presentation to the over 120 publications I have, as well as to propose and work on publishing my seventh and eighth books.

Thank you.



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