“Adverse Selection and Moral Hazard in Teaching Wine Economics”

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There is so much learning in the concepts of adverse selection and moral hazard in wine and connections to labor markets, financial markets, and marketing in general, that this could be a focus of such courses. Courses in wine pricing and demand are difficult to separate from classic managerial economics courses, and cases are needed to provide students ways of understanding the similarities and differences in the wine industry from others. These classes should be seen as applied microeconomics and structured much like a classic industrial organization/managerial course with cases.