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Autore	Galati Antonino
Titolo	Agribusiness Innovation and Contextual Evolution, Volume II : Technological, Societal and Channel Advancements // edited by Antonino Galati, Demetris Vrontis, Alkis Thrassou, Mariantonietta Fiore
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Collana	Palgrave Intersections of Business and the Sciences, in association with Gnosis Mediterranean Institute for Management Science, , 3059-2046
Altri autori (Persone)	VrontisDemetris ThrassouAlkis FioreMariantonietta
Disciplina	338.16
Soggetti	Industries Strategic planning Leadership Technological innovations Industrial management - Environmental aspects Sustainability Agriculture Business Strategy and Leadership Innovation and Technology Management Corporate Environmental Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Overview of agribusiness managerial and marketing advancements -- Chapter2. Acceptance and Adoption of Emerging Digital Technologies by Agribusinesses in Low and Middle-Income Countries -- Chapter 3. The Italian agrifood supply chain sustainability through technological heritage redesign and new relationships -- Chapter 4. Using big data analytics in supply chain management: implications from a sustainable perspective -- Chapter5. Towards a

taxonomy of multi-agent simulation models to determine disruptive technology adoption behaviour in the wine industry -- Chapter 6. Digitalization and integrated information system in agri-food sector -- Chapter 7. Transforming rural agribusinesses with Digital Marketing: a case of coffee planters in India -- Chapter 8. Tourist entrepreneurship as the driver for the transformation of rural women's role – the example of the selected developing region -- Chapter 9. Investigating the supply chain performance of agribusiness firms from IT capability and government support perspectives -- Chapter 10. Do blockchain-based innovative solutions improve wine brand loyalty? A case study of a winery in Mendoza, Argentina -- Chapter 11. Economic indicators in cereal production in EU.

Sommario/riassunto

Agriculture is the oldest and most traditional of economic sectors, and its business has seen major leaps in innovation over the past century. Contemporary agribusiness is being influenced and reshaped by technological developments, geopolitical developments, and globalisation, as well as transport and logistics innovations, changes in consumer behaviour. Reflecting on these changes and providing a deep dive into this sector, this two-volume work defines, refines, analyses, and prescribes the evolution of agribusiness in the present and future. Taken together, the books offer a comprehensive conceptualisation of the multifactorial macro, micro and organisational elements of agribusiness, including strategic, managerial, marketing, technological and geo-socio-political forces. Volume II focuses on the wider, macro-environmental forces acting upon agribusinesses, exploring the contextual evolutions that impact the sector, and the means, practices and avenues for its development. It includes topics such as digital technologies adoption, supply chain sustainability, big data analytics, women's agricultural entrepreneurship, and simulation model decision making. Antonino Galati is Associate Professor in Agricultural Economics and Valuation in the Department of Agricultural, Food and Forest Sciences, University of Palermo, Italy. Mariantonietta Fiore is Professor in Agricultural Economics and Valuation in the Department of Economics, University of Foggia, Italy. Alkis Thrassou is Professor and Director of Gnosis Mediterranean Institute for Management Science at the University of Nicosia, Cyprus. Demetris Vrontis is Professor in the Department of Management, School of Business, University of Nicosia, Nicosia, Cyprus and in the Department of Management Studies, Adnan Kassar School of Business, Lebanese American University, Beirut, Lebanon. He is Vice Rector for Faculty and Research at the University of Nicosia in Cyprus, as well the Editor-in-Chief of the EuroMed Journal of Business (EMJB) and the President of the EuroMed Research Business Institute (EMRBI).

2. Record Nr.	UNINA9910812731903321
Titolo	The handbook of organic and fair trade food marketing // edited by Simon Wright and Diane McCrea
Pubbl/distr/stampa	Oxford ; ; Ames, Iowa, : Blackwell Pub., 2007
ISBN	9781405150583 9781281312228 1281312223 9780470996096 0470996099 9780470996089 0470996080
Edizione	[1st ed.]
Descrizione fisica	xvi, 310 pages; ; 26 cm
Altri autori (Persone)	WrightSimon <1957-> McCreaDiane
Disciplina	641.3/020688
Soggetti	Natural foods industry Natural foods - Marketing Farm produce - Marketing Beverages - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Published with support from Sainsbury's Supermarkets"--Cover.
Nota di bibliografia	"Useful organic and fair trade websites": p. 284-287. Includes bibliographical references and index.
Nota di contenuto	The Handbook of Organic and Fair Trade Food Marketing; Contents; Foreword; Contributors; 1 The International Market for Organic and Fair Trade Food and Drink; Introduction; Organic global overview; Organic Europe; Organic market overview; Organic farmland; Organic sales channels; Organic supply chain overview; Organic retailer overview; Organic North America; Organic market overview; Organic farmland; Organic supply chain overview; Organic sales channels; Organic retailer overview; Organic Asia; Organic market overview; Organic farmland; Organic Australasia; Organic market overview Organic farmland Global market for fair trade products; Conclusions; 2 The Organic Consumer; Introduction; A broadening appeal; A mass of

motivations; Taste and health - the main purchasing triggers; A taste to believe in; The pleasure principle; Food with a story; Baby comes first; From fruit and vegetables to meat; The media and the message; A matter of trust; A changing climate on the environment; A mass of contradictions; Prices versus principles; Convenience versus conscience; Local versus organic; Beyond organic; Building an organic future - the role of the Soil Association

Future trends The challenge of local food; Textiles, health and beauty and household cleaning; Convergence with fair trade; Differentiating primary produce; Packaging and health; 3 The Fair trade Consumer; Introduction; Cool to be kind: the evolving Fair trade consumer; Facts and figures: the Fair trade consumer; Getting into the habit; The Fair trade Foundation; A strategy of collaboration; Case Study One: NWFI; Case Study Two: Oxfam; Fair trade towns; The FAIR TRADE Mark; Working with licensees and retailers; Fair trade Fortnight; Celebrity endorsement; Farmers and workers centre-stage

Mind the gap The international reach of Fair trade; Fair trade in facts: a quick look at Fair trade; The future of Fair trade; Successful Organic and Fair Trade Brands; 4 Case History: Yeo Valley Organic; The origins of Yeo Valley; The farming focus at Yeo Valley; Yeo Valley Organic - the early years, 1994-2000; Development of the brand 2000-2002; Developing the brand range and identity, 2002-2004; New kids on the block, 2005; 2006 and beyond; Conclusions; 5 Case History: Green & Black's; Whole Earth Foods; The birth of Green & Black's; Belize; Maya Gold; Unforeseen benefits; Competition at last

Restructuring Supply chain management; Evolution; Growth; Quality and flavour - smallholders versus plantations; 6 Case History: Abel & Cole; Introduction; Customers; Communication; Anticipation; Range; Box schemes; Abel & Cole box service; Broader range development; Service; The customer relationship; Web trading and the customer relationship; Practical service; Sourcing; Production; Location; Producer relationships; Price; Transport; Policy development; The buying team; Ethics; Running an ethical business; The benefit of working ethically; 7 Case History: Clipper Teas; Introduction
Challenging conventions

Sommario/riassunto

The Handbook of Organic and Fair Trade Food Marketing provides a practical guide to successful marketing in these two dynamic sectors, underpinned by case-histories and lessons from companies that have been successful in these areas, including Green & Black's, Yeo Valley and Duchy Originals. It includes a review of the international markets for organic and fair trade food and drink; an analysis of organic and fair trade consumers; a review of successful retailing practice and a section on organic and fair trade divergence and convergence. Chapters are also included on perspectives from the USA
