

1. Record Nr.	UNINA9911007343403321
Autore	Canavari M
Titolo	Food Supply Networks
Pubbl/distr/stampa	Wallingford, : CABI, 2010
Descrizione fisica	1 online resource (212 p.)
Altri autori (Persone)	FritzM SchieferG
Disciplina	338.194
Soggetti	Food supply - Europe Electronic commerce - Europe Trust - Europe Agricultural Economics Business & Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Food Supply Networks: Trust and E-business; Copyright; Contents; Contributors; Acknowledgements; An Introduction to Food Supply Networks: Trust and E-business; Relevance to the Food Quality and Safety Priority; Objectives; Structure of the Book; I: Trust and Food Supply Networks; 1: Trust in the Agri-food Sector: A Typology with a Cultural Perspective; Executive Summary; 1.1 Introduction; 1.1.1 Focus on culture; 1.1.2 Chapter content; 1.2 Defining Trust; 1.2.1 Types of trust: intrinsic and enforceable trust; 1.3 Dynamics of Trust Across Cultures; 1.3.1 Six dimensions of national culture Collectivism versus individualismPower distance; Masculinity versus femininity; Uncertainty avoidance; Long-term versus short-term orientation; Indulgence versus restraint; 1.3.2 Anonymity and regulation; 1.3.3 The power of reputation; 1.4 Trust in New B2B Partners in the Food Sector; 1.4.1 Cooperation issues to be solved first; 1.4.2 Coordination issues arising in the bargaining phase; 1.4.3 Recent research findings; 1.5 A Typology of B2B Trust Factors in Seller Selection; 1.5.1 Level 1: product, seller, environment; Market environment; 1.5.2 Level 2: dimensions of trust 1.6 Conclusions and Management ImplicationsReferences; 2: The Main

Cross-border Food Trade Streams within and to Europe; Executive Summary; 2.1 Introduction; 2.2 Description of Data Collection and Criteria for Trade Stream Analysis; 2.3 Identification of the Selected Trade Streams; 2.3.1 Trade streams to and from Germany; Trade streams in the cereal sector in Germany; Trade streams in the meat sector in Germany; Trade streams in the fruit sector in Germany; Trade streams in the vegetable sector in Germany; 2.3.2 Trade streams to and from Austria; Trade streams in the cereal sector in Austria Trade streams in the meat sector in Austria Trade streams in the fruit sector in Austria; Trade streams in the vegetable sector in Austria; 2.3.3 Trade streams to and from Italy; Trade streams in the cereal sector in Italy; Trade streams in the meat sector in Italy; Trade streams in the fruit sector in Italy; Trade streams in the vegetable sector in Italy; Trade streams in the olive oil sector in Italy; 2.3.4 Trade streams to and from Slovenia; Trade streams in the cereal sector in Slovenia; Trade streams in the meat sector in Slovenia; Trade streams in the fruit sector in Slovenia Trade streams in the vegetable sector in Slovenia Trade streams in the olive oil sector in Slovenia; 2.3.5 Trade streams to and from Greece; Trade streams in the cereal sector in Greece; Trade streams in the meat sector in Greece; Trade streams in the fruit sector in Greece; Trade streams in the vegetable sector in Greece; Trade streams in the olive oil sector in Greece; 2.3.6 Trade streams to and from Spain; Trade streams in the cereal sector in Spain; Trade streams in the meat sector in Spain; Trade streams in the fruit sector in Spain; Trade streams in the vegetable sector in Spain Trade streams in the olive oil sector in Spain

Sommario/riassunto

When relations are facilitated by communication technologies such as e-business, food supply networks can improve efficiency, flexibility and effectiveness. However, a lack of trust within such transactions can prevent the integration of e-business into this large, economic sector. Using case studies from European countries, chapters discuss trust-building methods for food networks in an e-business environment. Key issues include the influence of cultural disparity and cross-border transactions upon major product groups such as meat, cereal products and fresh produce.
