

Management
Economics
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Call for Papers

*Food System
Dynamics*

4th International European Forum (*Igls-Forum*) on

System Dynamics and Innovation in Food Networks

February 08 - 12, 2010 - Innsbruck-Igls, Austria
www.fooddynamics.org

Focus session on February 12 (Friday)

The challenge of 'Transparent Food'

(true, fair, safe, sustainable, origin, slow, etc. / interaction with actors in the field)

IGLS-FORUM Series

Innovative format for presentations and extended discussions

A joint initiative by agri-food groups of
leading universities and business schools from Europe and beyond:

Bologna, Bonn, Brunel, Florida, Ghent, Guelph, Illinois,
Kent, Kiel, Madrid, Monash/Melbourne, Ohio, Paris,
Parma, Pennsylvania, Sao Paulo, Vienna, Wageningen

Endorsed by international scientific associations in agricultural
economics, agribusiness, and information research:

EAAE (European Association of Agricultural Economists)
IAMA (International Food and Agribusiness Management Association)
AIEA2 (Assoc. Intern. di Economia Alimentare e Agro-Industriale)
INFITA (Intern. Network for IT in Agric., Food and the Environment)

Scientific organization and coordination of the IGLS-Forum series:

Intern. Center for Food Chain and Network Research
University of Bonn

Assoc. Prof. Dr. Melanie Fritz, Prof. Dr. Gerhard Schiefer



Theme and Background



The production and marketing of food takes place in an interdependent dynamic system, the food system, involving activities of

- **enterprises in chains and networks** in agriculture, food processing, and retail and
- **consumers, media,** and an **institutional environment** for policy, marketing, and management support.

Among the actors of the food system and between the food system and the political, economic, technical, socio-cultural, and natural environment, dynamic interactions and interdependencies occur. These dynamics cause a constant challenge for actors in the food system towards the development of strategies that ensure sustainability and competitiveness for themselves and for the food sector as a whole.

Key success factors for meeting this challenge are, among others, innovations and the system's capability for innovations that aim at sustainable system dynamics.

Innovations for the food system regard **production, organization** (internal processes, logistics, and marketing), **technology,** and **management** including the flexibility and speed to adapt to changing conditions and scenarios.

System innovations and dynamics in food chains and networks could focus on such diverse elements as

- inter-company quality systems and quality standards,
- inter-organizational information systems (e.g. for chain management or tracking and tracing),
- risk management, regional or global logistics systems,
- chain governance structures,
- new business-to-business relationships that are highly responsive to dynamic consumer and market demands, etc.

They require coordination of actors and the acceptance of risk, elements that are themselves up for innovative developments.

The food system's dynamic interdependencies need a multidisciplinary view; research is required to cross the boundaries of traditional research lines.

Objectives

It is the objective of this Forum to provide an interdisciplinary and creative discussion environment that generates new ideas for innovative and multidisciplinary research.

Its focus is on the analysis of the food system dynamics and interdependencies; the identification of drivers for sustainable system dynamics in the decision sphere of the system actors (e.g. chain management, consumers, agencies, policy, etc.); and on the identification and promotion of potential system innovations.

Program structure

The forum will feature presentations and discussions in a mountain venue that should foster exchange, creativity, and the development of new ideas for innovative and interdisciplinary research.

On Friday, the Forum will focus on **"The Challenge of Transparent Food"**, featuring specific presentations and scenario discussions. It will follow the very successful focus sessions on 'science meets industry' (2008) and on 'science meets the world of regulations' (2009)

Participants meet in morning and evening sessions, covering a full working day. Afternoons are free for individual and group meetings for reflection, discussions, networking, and relaxation while skiing, walking, enjoying mountain restaurants or discovering the medieval roots of Innsbruck and the Inn valley.

Participants and Submission of Contributions

The Forum invites an international scientific audience from **management, economics, marketing, policy, sociology, social psychology, information management, system modeling, and any other scientific field** with interest in the subject to submit proposals for presentations and to participate in discussions on the global challenge for innovation and system dynamics in food systems.



Examples (non-exhaustive) of topics that might be addressed:

Transparency:

Transparency needs of enterprises, chains and consumers
(Analysis, Modelling, Serving)

Networks, Integration, and Modelling

Sustainable and dynamic networks for innovation support
(Integration Needs, Barriers, Support, Communities)

Consumer Needs:

Affordable Food (challenged by Energy Needs and Climatic Changes),
Improved Diversity and Consumer Choice

Cost/Benefit and Socio-Economic Performance:

Consequences of Regulations on Costs, Benefits, Competitiveness,
Success Factors for Food Value Chain Performance

Organization and Management:

Organization and Management in Enterprises, Chains, and Networks for Efficiency,
Flexibility, Risk Containment, and Responsiveness to Consumer Demands

Policy and Markets:

Regulations, Control, Risk Containment, Innovation and Development Support

Presentations can discuss research results, research concepts, research scenarios that could open discussion on the state-of-the-art research needs.

The Forum program will feature the following elements:

- Plenary presentations and contributed paper sessions
- Plenary and group discussions using a brainstorming format

All papers will be discussed by assigned 'discussants' and the audience. Participants are expected to accept the role of discussant. Papers will be made available on a limited access website to discussants for preparations about 4 weeks prior to the Forum. They will be published in peer-reviewed proceedings, special issues of international or electronic journals.

International Advisory Board

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Innsbruck-Igls - How to reach?

Igls - Innsbruck



Service

How to reach



Innsbruck, Tirol's capital with its ancient city center, its history as capital of Austria, and the rich cultural heritage of its surroundings is worth a visit. The Inn valley is one of the few North-South pathways over the Alps that were used since Roman times contributing to its cultural diversity.

Igls is the beautiful Patscherkofel Ski Resort - high above Innsbruck on a sunny plateau surrounded by the Alps. From gentle runs for beginners and families, to challenging and heart pounding olympic runs, the Patscherkofel Ski Resort has everything you need for great of skiing no matter what your ability. The famous olympic ski area of Axamer Lizum is a 30 minutes bus ride away. It also offers cross-country ski opportunities.

Forum services:

Afternoons, a bus to Axamer Lizum (returning for evening sessions) will be provided for free. For non-skiers (and others) afternoon sightseeing options will be offered at a small charge.

Innsbruck-Igls is **easily accessible** by (for more information see the Forum's website)

- **car** „Brenner-Autobahn“ is the central hub for highways from all directions
- **train** e.g. from Munich/Germany, Vienna/Austria, Zurich/Switzerland
- **air** Innsbruck's international airport can be reached through a number of low cost airlines from all over Europe, from the major international airport hub of Munich, Germany, Innsbruck could be reached through a shuttle bus or through train services

Important dates

| | |
|--|--------------------------|
| Abstract submission and pre-registration: | October 15, 2009 |
| Notification of acceptance: | October 31, 2009 |
| Final registration and payment of fees: | December 15, 2009 |
| Full paper submission: | January 15, 2010 |

Registration



Deadline for registration is December 15, 2009. Due to limitations in participation, acceptance of registration is due to prior acceptance of a paper or the assignment of roles as chair persons or discussants by the organizers upon pre-registration. Registration will be through the Forum's website www.fooddynamics.org.

Participation fee is 395 Euros. The fee covers registration, coffee breaks, a welcome reception, the conference dinner, and proceedings; accommodation is not included. Participants who are not members of any of the supporting associations, a membership fee for an association of their choice will have to be added.

Submission of presentation proposals is through the submission of an abstract of not more than 500 words in English by October 15, 2009 as email to fooddynamics@uni-bonn.de. Authors will be notified by October 31, 2009. Full papers are due by January 15, 2010.

Pre-registration for **non-paper participation** interests as chair or discussant is also due by October 15, 2009 through the Forum's website.

The official language of the Forum is **English**. To allow for intensive discussions, the **number of participants is restricted to 70**.

Location: Conference section of the **Sporthotel in Igls** (www.sporthotel-igls.com) which also offers accomodation; more on accommodation alternatives on the Forum's website.

Location

Contact

Ms Ursula Rickert, University of Bonn, Meckenheimer Allee 174, D-53115 Bonn, Germany
Phone: +49 228 73 35 00, Fax: +49 228 73 34 31
Email: fooddynamics@uni-bonn.de; Website: www.fooddynamics.org

Administration

Administrative organization of the Forum series :

International Center for Management, Communication and Research (CentMa), Bonn
(Director: Prof. Dr. Gerhard Schiefer)

Previous

2008: Science meets industry with presentations and discussions of
BASF (Dr. Haber, Value Chain Manager)
Nestlé (Dr. Joehr, Corporate Head Agriculture)
Pfeifer & Langen, Sugar Industry (Dr. Greubel, CEO)
Unilever (Dr. Maat, Director External Research)

2009: Science meets the world of regulations

Mr. Coomans (European Commission, DG Enterprise)
Prof. Dr. DeHaen (former Assistant Director-General and Head of Economic and Social Development Department, FAO)
Dr. Fischler (former EU commissioner Agriculture)
Dr. Godefroy (Director, Health Canada)
Ms. Majewski (Strategy Officer, EFSA)
Mr. Schmidt (Board GlobalGAP and formerly Ahold)

Actual in 2010

2010: The challenge of Transparent Food

With the increasing complexity in the requirements placed on the production and delivery of food appropriate communication with consumers and policy as well as within the chain becomes a critical success factor in the competitiveness and sustainability of the food sector. Fair, true, safe, origin, food miles, carbon footprint, sustainability, environmental consciousness, social responsibility and others are key words that challenge the development of industry and retail alike.

Beyond

Case studies, interdisciplinarity, outreach

Case study approach

Dealing with case studies incl. the Harvard case study approach for teaching and research.

In 2009, the Forum involved a preparatory session for the utilization of the case study approach in teaching and research. The Forum 2010 will build on this and incorporate intensive sessions on case study activities.

Focus presentations

The Forum invites leading representatives of neighboring research disciplines to widen understanding and reflect on consequences for economic and management research. Examples:

The myth of better decisions through better information
The challenge of sustainability in the food sector
Strategic challenges of agrifood university research
Recent developments in Food Science research

Publications

The Forum publishes **proceedings** and **special issues** of established journals. Beginning in 2009, the Forum initiates an electronic journal activity to better serve the publication needs of its participants.

The focus of the newly established International **Journal on Food System Dynamics** is on the broad range of issues the food sector and its actors have to deal with. It promotes interdisciplinary research and complements related publications with a more specific focus.