



Call for Papers

EAAE

1st International European Forum on

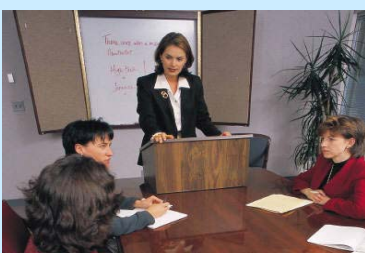
Innovation and System Dynamics in Food Networks

February 15-17, 2007

Innsbruck-Igls, Austria

Officially endorsed as a novel EAAE workshop format by the European Association of Agricultural Economists

Management
Economics
Marketing
Finance
Policy
Sociology
Social Psychology
Information Management



Fostering creativity through an animating environment

The Forum is organized within the regular

IGLS-FORUM Series
on System Dynamics and Innovation

A joint initiative by agri-food groups of leading universities from Europe and the US:

Bologna, Bonn, Cornell, Florida, Gent, Macedonia, Madrid, Parma, Vienna, Wageningen

Organization and coordination of the IGLS-Forum series:
Ass. Prof. Dr. Melanie Fritz and Prof. Dr. Gerhard Schiefer
International Center for Food Chain and Network Research
University of Bonn, Germany

Theme and Background



The production and marketing of food is realized in an interdependent dynamic system - the food system - that builds on a complex infrastructure of actors including

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

The system is characterized by dynamic interactions and interdependencies between these actors as well as between the food system and its political, economic, technical, socio-cultural, and natural environment.

The food system dynamics constitute a constant challenge for its actors to create a development path for themselves and the food sector as a whole that ensures sustainability and competitiveness.

Key success factors for meeting the challenges include the

creation and implementation of system innovations and the identification and support of drivers for sustainable system dynamics

in *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 system dynamics in food chains and networks might focus on such diverse elements as inter-company quality systems and quality standards, financing, inter-organizational information systems (such as those for chain management or tracking and tracing), risk management, chain governance structures, regional or global logistics systems, new business-to-business relationships that are highly responsive to dynamic consumer and market demands, etc. Implementation strategies depend on capital investment, the activation of financial funds, the coordination of actors and the acceptance of risk, elements that are themselves up for innovative developments.

The food system's dynamic interdependencies require a multidisciplinary view and research that crosses the boundaries of traditional lines.

Objectives

It is the objective of this Forum to provide an interdisciplinary discussion environment that supports creativity and exchange to foster the development of **new ideas for innovative and interdisciplinary research** in the agri-food sector.

Its focus is on the **identification and promotion of potential system innovations,** on the **analysis and support of drivers for sustainable system dynamics** in the decision sphere of the system's actors (e.g. chain management), and on the consideration of relevant interdependencies.

Program Structure

The forum will feature paper presentations and intensive discussions in group and plenary settings in a mountain venue to foster animated exchange, creativity, and the development of new ideas for innovative and interdisciplinary research.

Participants meet in morning and evening sessions.

Afternoons are free for individual and group activities that allow for reflection, discussions, networking, and relaxation while skiing, walking, enjoying mountain restaurants or discovering the medieval roots of Innsbruck.



In the morning and evening paper sessions, the forum will utilize paper presentations as discussion openers. While the papers might have a focused orientation, the discussions should put them in perspective and approach the broader issues underlying them. For facilitation, the discussion of papers will be opened by discussants who will receive the papers from the participants in due time before the event.

Participants and Submission of Contributions

The Forum invites an international scientific audience from **management, economics, marketing, finance, policy, sociology, social psychology, information management 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 of topics that might be addressed (in both overview and specific papers) all relating to innovation and system dynamics include, e.g.,

- drivers of food sector developments
- knowledge networks
- trust as an enabler
- financing innovation and innovation for finance
- management/organization
- barriers to food sector developments
- sustainability and risks
- new technologies - potentials and risks (biotechnology, nanotechnology etc.)
- the role of networks at different levels (personal, information, local, global etc.)
- vertical and horizontal integration of infrastructures (production, information etc.)
- (e-)communities
- socio-economic and socio-cultural aspects
- information and communication management
- influences from cultural environments.

The Forum program will feature the following elements:

- Plenary presentations
- Plenary and group discussions using a brainstorming format
- Contributed paper sessions
 - Papers presented by authors followed by intensive discussion opened by pre-assigned discussants
- Discussion paper sessions
 - Groups of papers with similar focus will be distributed and collectively presented by selected scientists for extensive cluster discussion opened by a discussant.

The difference between contributed papers and discussion papers refers to the way of presentation, not the content or publication. All papers will be discussed by assigned 'discussants' and the audience and will be published in the pre-prints of the seminar's proceedings. Participants are expected to accept the role of discussant.

Participants who intend to submit presentation proposals are requested to send an abstract of not more than 500 words in English by October 15, 2006 per email to Ursula Rickert (innovation2007@uni-bonn.de). Authors will be notified by October 31, 2006. Full papers are due by January 5, 2007.



International Advisory Board

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Innsbruck-Igls - How to reach?

Igls

Igls is the beautiful Patscherkofel Ski Resort - high above Tirol's capital Innsbruck on a sunny plateau surrounded by the Alps.

For the visitors, Igls boasts a rich variety of options to choose from: Ski the alpine slopes or cross country ski tracks. 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 or riding no matter what your ability. The famous olympic ski area of Axamer Lizum is a 30 minutes bus ride away from Igls.

How to reach



Innsbruck-Igls is **easily accessible** by

- **car** („Brenner-Autobahn“ as central hub for highways from all directions),
- **train** - once arrived in Innsbruck, bus line “J” connects Innsbruck central station with Igls (about 20 minutes) and
- **airplane**
 - **Innsbruck's** international airport can be reached through a number of **low cost airlines** from all over Europe (see the Forum's website for further information. Bus “F” connects the airport with Innsbruck central station (about 20 minutes), from where bus line “J” departs to Igls (about 20 minutes bus ride).
 - **International airlines** fly into **Munich, Germany**, a 2 hours train ride away from Innsbruck. Busses and city trains connect Munich airport with Munich central station (about 45 minutes). From Munich central station trains depart to Innsbruck central station (about 1,5 hours). Bus line “J” connects Innsbruck central station with Igls (about 20 minutes).

Important dates

Abstract submission:	October 15, 2006
Notification of acceptance:	October 31, 2006
Final registration:	December 15, 2006
Full paper submission:	January 5, 2007

Registration



Deadline for registration is December 15, 2006. Registration will be through the Forum's website www.uf.uni-bonn.de/innovation2007.

Participation fee is 350 Euros for EAAE members, 390 Euros for non-EAAE members (includes a 3-year membership in the EAAE). The fee covers registration, refreshments, a welcome reception, the conference dinner, and the conference proceedings. Accommodation is not included.

The official language of the Forum is English. To allow for intensive discussions, the **number of participants is restricted to 50**.

The Forum will be held in the conference rooms of the Sporthotel in Igls.

For accommodation, a number of rooms are reserved at the Sporthotel and the Hotel Batzenhäusl. For further information regarding accommodation, please go to the Forum's website.

Contact

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