

**1st International European Forum on
Innovation and System Dynamics in Food Networks
February 15- 17, 2007 Innsbruck-Igls, Austria**

Wednesday, 14th February

19:00 – 20:00

Registration and Welcome Reception at the
'Sporthotel' in Igls

Thursday, 15th February

8:00

Registration

Room 1

8:30 – 9:30

Plenary Session I

Chair: G. Schiefer

Opening and Welcome

Leadership for Strategic Change

Prof. Dr. Hans H. Hinterhuber (Invited Speaker, University of Innsbruck, Austria)

9:30

Coffee Break

Room1

Room 2

Room 3

10:00 – 11:00

Session: Quality System Development

Chair: R. Ward / Discussant: M. Henchion

Session: Sustainability in Food Networks

Chair: G. Giraud / Discussant: K.
Karantininis

The International Quality Systems Environment
Krieger, St., Schiefer, G., Germany

System Dynamics in Quality Certifications:
Development of an Audit Quality Controlling
System
*Albersmeier, F., Schulze, H., Spiller, A.,
Germany*

Quality Function Deployment: Can Improve
Innovation Efficiency in the Food Industry?
*Garcia, M.¹, De Carlos, P., de Felipe, I., Briz, J.,
Morais, F., Navarro, M., United
Kingdom¹/Spain*

from 10:30

Session Discussion

Industry Networks and Sustainable Compe-
titiveness in Brazilian and U.S. Processed
Citrus Supply Chains

Sterns, J.A., Spreen, Th.H., USA

Understanding the System Context of Alter-
native Food Supply Chains in order to Con-
tribute to Sustainable Production and Con-
sumption Practices

*Vuylsteke, A., van Huylbroeck G.,
Belgium*

Effects of Economic Policies Aimed at
Encouraging a Healthier Grain
Consumption

*Nordström, J.¹, Thundström, L. ²,
Denmark¹/Sweden²*

Session Discussion

	Room 1	Room 2	Room 3
11:00 – 12:00	Session: Quality Communication Labelling Chair: A. Spiller / Discussant: L. House	Session: Clustering as Development Driver Chair: G. Ziggers / Discussant: I. Vagneron	Session: Sector Development Alternatives Chair C. Turvey / Discussant. C. Mancini
from 11:30	Potential Innovation in Origin Food Labelling Supply Chains and their Impact on Rural Development <i>Barjolle, D., Paus, M., Switzerland</i> Information, Labelling and Vertical Co-Ordination: An Analysis of the Italian Meat Supply Chain <i>Banterle, A., Stranieri, St., Italy</i> Importance and Relevance of Quality Labels in the Austrian Meat Supply Chain <i>Meixner, O., Haas, R., Pöchtrager, S., Austria</i> Session Discussion	Contribution of Cluster Relations to Food Network Competitiveness <i>Vermeire, B., Gellynck, X., Belgium</i> Clustering Activity in the Canadian Food Industry: Evidence from Alberta <i>Steiner, B. E., Ali, J., Canada</i> Challenge to SME to Survive in Food Dynamic Markets: Innovation and Efficient Networks <i>Briz, J., de Felipe, I., Spain</i> Session Discussion	Innovation in EU Agriculture <i>Jankowski, E., EU Brussels, Belgium</i> IFECO – An Analysis of the Integrated Farm Energy Cogeneration <i>Rosa, F., Italy</i> Bio-Fuel Chains – An Overview on the Structure and the Value Chain Organization, <i>Dautzenberg, K., Hanf, J., Germany</i> Session Discussion
12:00	End of morning sessions, Lunch Bag		
17:30 – 19.30	Room 1		
from 18:30	Plenary Session II Research Challenges for System Competitiveness An Economic and Legal Assessment of the EU Food Industry's Competitiveness <i>Wijnands, J.H.M., van der Meulen, B.M. J., Poppe, K.J., Bremmers, H. J., The Netherlands</i> European Technology Platforms and EU-Research Interests G. Schiefer, Germany Discussion of Research Priorities Collaboration Potential: Presentation of Research Groups Participating in the Forum		
	The Evening is Free for Own Activities and Meetings		

Friday, 16th February

8:30 – 9:30

Plenary Session III

Social Networks and Analysis

Chair: M. Fritz / Discussant: M. Canavari

Do Recommendations Matter? Social Networks, Trust and Product Adoption

House L.A., House, M.C., Mullady, J., USA

Supply Chains and Social Network Analysis

Müller R.A.E., Buergelt, D., Germany

from 9:10

Session Discussion

9:30

Coffee Break

	Room 1	Room 2	Room 3
10:00 – 11:00	Session: Quality Assurance as Development Driver	Session: Collaboration as Development Driver	Session: Chain Efficiency
	Chair: J. Briz / Discussant: J. Sterns	Chair: F. Arfini / Discussant: A. Banterle	Chair: K. Poppe / Discussant: T. Richards
	<p>Food Safety, Market Power and Private Standards. An Analysis of the Emerging Strategies of Food Operators <i>Charlier, Chr., Valceschini, E, France</i></p> <p>Institutional Change and Acceptance of Quality Assurance: The Case of Organic Farming in Germany <i>Schulze, H., Jahn, G., Spiller, A., Germany</i></p> <p>Beyond Agropiracy: The Case of Italian Pasta in the United States Retail Market <i>Cembalo, L., Cicia, G., del Giudice, T., Scarpa, R.¹, Tagliaferro, C.², Italy/ New Zealand¹/ North Ireland²</i></p>	<p>Barriers and Drivers of Innovation in Traditional Food Networks <i>Kühne, B., Gellynck, X., Vermeire, B., Molnár A., Belgium</i></p> <p>Dynamic Capabilities in the Food Industry – On the Applicability of the Evolutionary Oriented Resource Based view of Firm <i>Voigt, T., Kühn, R., Germany</i></p> <p>Dynamics in Inter-Firm Collaboration: The Impact of Alliance Capabilities on Performance <i>Ziggers, G., den Ouden, B., The Netherlands</i></p>	<p>e-Trust: Prerequisite for Supply Chain System Innovation in Food Networks <i>Fritz, M., Germany</i></p> <p>ECR Development in French Food Supply Chains. Factors of Fail and Success <i>Vlad, M., Thiel, D., Hovelaque, V., France</i></p> <p>Conceptual Framework for Measuring Supply Chain Performance: An Innovative Approach <i>Molnár, A., Gellynck, X., Kühne, B.</i></p>
from 10:30	Session Discussion	Session Discussion	Session Discussion

	Room 1	Room 2	Room 3
11:00 – 12:00	Session: Modelling for Network Chair: D. Thiel / Discussant: R. Lopez	Session: Chain Design Chair: Th. Spreen / Discussant: J. Wijnands	Session: Market Developments Chair: M. Hartmann / Discussant: C. Turvey
	<p>Understanding the U.S. Generic Advertising System and its Role in Information Management among Commodities and Food Systems <i>Ward, R.W., USA</i></p> <p>Multiproduct Food Retail Sales: A Case Study for Germany <i>Hansen, K., Loy, J.-P., Germany</i></p> <p>An Empirical Examination of the Relationship between Real Options Values and Rate of Investment <i>Turvey, C.G., Toole, A., Kropp, J., USA</i></p>	<p>Designing Food Supply Chains: An Application of Lean Manufacturing and Lean Supply Chain Paradigms to the Spanish Egg Industry <i>Fuentes-Pila, J., Monroy, C. R., Antelo, R., Torrubiano, J., Roldán, L., Spain</i></p> <p>Informal Consumers' Groups and Short Food Chains: Alternatives for Trust <i>Carbone, A., Gaito, M., Senni, S., Italy</i></p> <p>Consumers' Acceptability and Rejection of Food Traceability Systems a French-German Cross-Comparison <i>Giraud, G.¹, Bauer, C.², Halawany, R.¹, Schaer, B.², Frewer, L.³, van Rijswijk, W.³, Amblard, C.¹, France¹/Germany²/The Netherlands³</i></p>	<p>Adoption of Organic Food Product Marketing Strategies: A Theoretical Background <i>Shanahan, Chr. J., Hooker, N. H., Sporleder, Th. L., USA</i></p> <p>Farmer-to-Consumer Direct Marketing: The Role of Customer Satisfaction Measurement for Service Innovations <i>Spiller, A., Mellin, M., Zühlsdorf, A., Germany</i></p> <p>Retail Internationalisation and its Consequences on the Food Chain <i>Hanf, J., Dautzenberg, K., Germany</i></p>
from 11:30	Session Discussion	Session Discussion	<i>Session Discussion</i>
12:00	End of morning sessions, Lunch Bag		
	Room 1		
17:30 – 19:30	Plenary Session IV Chair: R. Weaver		
18:15 – 19:30	<p>To Know or Not to Know, What is the Question? <i>Prof. Dr. K. Schredelseker</i> (Invited Speaker, University of Innsbruck, Austria)</p> <p>General Discussion on Research Programmes in System Dynamics and Innovation <i>Moderation: Fritz, M. / Schiefer, G.</i></p>		
19:45	Departure from 'Sporthotel' by Bus for City Tour and Dinner		

Saturday, 17th February

Room 1

8:30 – 9:30

Plenary Session V

Chair: L. Albisu

Innovation through Collaboration: Micro-Economic Perspective for the Food System
Weaver, R.D., USA

Technology-Driven System Innovation: The Case of Telco Industry Networks
Hausen, T., DETECON International GmbH, Germany

9:30

Coffee Break

	Room 1	Room 2	Room 3
10:00 – 11:15	Session: Analysis of Competitive Advantages Chair: N. Hooker / Discussant: M. Garcia	Session: Innovation Support Chair: X. Gellynck / Discussant: B. Steiner	Session: System Dynamics Modelling Chair: R. Müller / Discussant: J. Fuentes-Pila
	<p>Determinants of Competitive Advantage for German Food Processors <i>Schiefer, Jan, Hartmann, M., Germany</i></p> <p>The Role of Innovations in the Competitive Strategies of Italian Agri-Food Enterprises <i>Coppola, A., Pascucci, St., Italy</i></p> <p>Is there a Pilot in the Chain? Identifying the Key Drivers of Change in the Fresh Pineapple Sector <i>Vagneron, I., Faure, G., Loeillet, D., France</i></p> <p>Private Innovation and Public Innovation: Who Leads and Who Follows? <i>Arfini, F., Mancini, M. C., Italy</i></p>	<p>Interactions in Ireland’s Food Innovation System <i>Buckley, M., Henchion, M., O’Reilly, P., Ireland</i></p> <p>Linking Animal Health Related Information to an Integrated Animal-Health System <i>Fick, J., Doluschitz, R., Germany</i></p> <p>Spatial Competition and Market Power in Banking <i>Richards, T. J., Acharya, R. N., Kagan, A., USA</i></p> <p>Public Support of the Processing and Marketing of Agricultural Products: A Driver of Innovation in the Food Industry? <i>Schäfer, M., Efken, J., Wendt, H., Trefflich, A., Uetrecht, I., Germany</i></p>	<p>The Role of Trust for Cooperation and Collaboration Strategies <i>Albisser, G., Switzerland</i></p> <p>Trust and Contracting in Hybrid Structures <i>Martino, G., Italy</i></p> <p>Networks, Relational Contracts and Adaptation: Applications to Innovation and Food Safety <i>Karantininis, K., Rasmussen, H. J. N., Denmark</i></p> <p>The Role of Retail Services in Food Market Equilibrium <i>Chidmi, B., Lopez, R. A., USA</i></p>
from 10:40	Session Discussion	Session Discussion	Session Discussion

11:15 – 11.45

Fitness Snack Break

Room 1

11:45 – 13:00

Concluding Plenary Session

Reports from Working Groups by **Chairpersons**

Conclusions and Outlook

G. Schiefer

Special Afternoon Sessions

Thursday, 15th, Feb.

12:30 – 14:00	Supply Chain Performance Measurement with Special Focus on Innovations <i>Molnár, A., Vermeire, B., Kühne, B., Gellynck, X., Belgium</i>	Open	Open
15:30 – 17:00	Innovation and Clustering Activity in the European Wine Industry <i>Steiner, B., Canada</i>	Open	Open

Friday, 16th, Feb.

12:30 – 14:00	Open	Open	Open
15:30 – 17:00	Open	Open	Open