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| **Venue** EGO HOTEL, Via Flaminia 220, 60126 Ancona, Italy2 - 3 July 2018 | WICaNeM 2018 |

13th Wageningen International Conference on Chain

and Network Management

**“Managing Sustainability and Innovation in**

**Networks and Chains”**

**Management Studies Group (MST), Wageningen University**

Wageningen, The Netherlands

Conference Program







Wageningen School

of Social Science

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| **Conference Day 1- Monday 2 July 2018** |
|   | **Venue** EGO HOTEL, Via Flaminia 220, 60126 Ancona, Italy. Tel. 071.2181262, www.egohotelancona.it |
| 09:00- 10:00 | **Registration and welcoming coffee**Registration desk: Next to the lobby, EGO HOTEL |
| 10:00- 12:30 | **OPENING SESSIONRoom: Vision, EGO Hotel** |
| 10:00- 10:30 | **Welcome** Maria Carmela Annosi - Conference ChairOnno Omta - Honorary chairSauro Longhi - Rector of the Marche Polytechnic University |
| 10:30- 11:00 | **Keynote address 1:** Adele FincoPresident of Food Farming Innovation Cluster |
| 11:00- 11:30 | **Keynote address 2**Claudia LaricchiaFuture Food Institute – Head of Institutional Relations & Global Strategic Partnerships |
| 11:30- 12:00 | **Industry presentation 1:** Emiliano AnceschiFilipetti group - Smart Agriculture |
| 12:00- 12:30 | **Industry presentation 2:** Luca RuiniBarilla Director Health, Safety, Environment & Energy - Barilla |
| 12:30- 13:30  | **Lunch break** (Restaurant Ego Hotel) |

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| \* Plenary sessions |
| \* Parallel paper session: conference sub-themes |
| \* Best Paper award - Parallel Sessions |
| \* Conference Side Events  |

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|  |  | **Parallel sessions: conference sub-themes** |
| **13:30- 15:10** | Session A1 - "Brain Up" room, Ego Hotel |  Session B1 - "Board" room, Ego Hotel | Session C1 - "Vision" room, Ego Hotel |
| **Responsible Innovation in Chains and Networks** | **Entrepreneurship and Innovation in Emerging Economies** | **Economics and Organization of Agribusiness** |
| **Chairs** | **Chair** | **Chair** |
| **Vincent Blok/Edurne Inigo** | **Domenico Dentoni** | **Stefano Pascucci /** **Gaetano Martino / Kostas Karantininis** |
| 13:30- 13:50 | Responsible innovation in industry innovation value chains**Adele Wiman** | Setting the stage through an interactive opening session: "Entrepreneurship and Innovation in Emerging Economies: Common themes and call for action**Larissa ShnayderDomenico DentoniRob LubberinkStefano Pascucci** | Business Model Innovation in Food Chains and Networks: A Systems Approach to Leading from the Emerging Future**Constatine Iliopoulos** |
| 13:50:14:10 | When the other is to blame, how do you cope with its spill-over effect? Coping with field wide threatening events**Gerrit Willem Ziggers** | Presentation or function? Factors influencing consumers’ categorisation of borderline products**Sukhada Khedkar** |
| 14:10 - 14:30 | Towards Responsible and Sustainable Supply Chains – Innovation, Multi-stakeholder Approach and Supra-agency**Agata Gurzawska** | Large-scale farming in Argenina: how institutional shifts have shaped the business**Marcos Daziano** |
| 14:30 - 14:50 | Responsibility, innovation and networks: Linking discourses and concepts**Katherina Jarmai** | The Banayan Tree Model for Social Enterprises: Case of Self Employed Women’s Association (SEWA)**Chintan Kella** | Value Creation and Value Capture in Global Agribusiness Value Chains: A Structured Literature Review**Tiffany McIntyre** |
| 14:50- 15:10 | "Does increased market transparency foster effective conditions of competition along the agricultural supply chain?"**Evelien Lambrecht****Xavier Gellynck** | The PIP approach: exploring the relationship between entrepreneurial group learning and sustainable land management **Belyse Mupfasoni** | Habits, attitudes and credence towards wine among young people. Where do Italian millennials’ wine consumers find the information they need?**Cristina Mora** |
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| **15:10- 15:30** | **Coffee break**  |

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|  |  | **Parallel sessions: conference sub-themes** |
| **15:30- 18:00** | Session A2 - "Brain Up" room, EGO Hotel |  Session B2 - "Board" room, EGO Hotel | Session C2 -"Vision" room, EGO Hotel |
| **Responsible Innovation in Chains and Networks** | **Entrepreneurship and Innovation in Emerging Economies** | **European Innovation Partnerships and Agricultural Innovation Network** |
| **Chairs** | **Chair** | **Chair** |
| Vincent Blok/Edurne Inigo  | Rob Lubberink | Wilfred Dolfsma |
| 15:30- 15:50 | Integrating Value Stream Mapping with the Food Loss and Waste protocol to assess food losses in the dairy value chain**Joshua Wesana** |  “Thriving Hybrids: Maintaining hybridity in a sea of conflicting logics”**Larissa Shnayder** | The Impact of Multi-stakeholder Platforms on small farmers’ innovation and rural development in developing countries**Carlos Barzola Iza** |
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| 15:50:16:10 | Sustainability in food supply networks: do sustainability goals affect coordination?**Elena Ricci** | The role of NGOs in Multi-stakeholder initiatives**Luciana Marques Vieira** | Striving to innovate: Strategies of family owned firms in the French agri-food sector **Maryem Cherni** |
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| 16:10 - 16:30 |  | Participatory organic certification: motivations beyond the label**Marilia Bonzanini Bossle** | Production system and profitability of Date palm in Moroccan Oasis**Kaoutar Hamriri** |
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| 16:30 - 16:50 | **Space for Networking** |
| 16:50- 17:50 | **Conference side event E1**"Brain Up" room, EGO Hotel**WICANEM Horizon 2020 Proposal Development workshop****Organizers:****Maria Carmela Annosi/ Wilfred Dolfsma**Workshop to develop joint EU grant proposal in the field of digitalization and business transformation. **\* Check appendix E1****Important: This event has an extended time until 18:10** | The fantastic four of the bioeconomy: a conceptualized framework to facilitate innovation types in the bioeconomy**Natalie Laibach** | Understanding attitudes, values, opportunities and barriers in participatory research:the case of Riso-Biosystems project on organic rice farming**Elena Pagliarino** |
| Consumer food safety perception, trust and food related risk: A systematic review**Ana Carina Castagna** | Agroforestry systems and innovation in extra-virgin olive oil chain in Central Italy**Andrea Pisanelli** |
| Embedded entrepreneurship: Entrepreneurial learning processes in Ugandan coffee value chains**Robert Ochago** | Rural villages as “nesting” markets: some insights from a comparative analysis of Italian and Argentinian case studies**Emilio Chiodo** |
| **19:00- 23:00** | **Conference dinner at Hotel Fortino Napoleonico** (Transportation will be provided. Bus departs at 18:30 from Ego Hotel) |
| Via Poggio, 166 - fraz. Portonovo, 60129 Ancona AN, Italy |
| <http://www.hotelfortino.it/>  |

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| **Conference Day 2- Tuesday 3 July 2018** |
|  |  | **Venue** EGO HOTEL, Via Flaminia 220, 60126 Ancona, Italy. Tel. 071.2181262, www.egohotelancona.it |
| **9:00- 11:00** | **Best Paper award - Parallel Sessions** |
| Session A3: "Vision" room, Ego Hotel | Session B3: "Brain Up" room, Ego Hotel |
| **Chair** | **Chair** |
| Geoffrey Hagelaar | Gerrit Willem Ziggers |
| 9:00- 9:20 | The investment effects in agribusiness networks in the fruit and vegetable processing industry**Joanna Wisniewska - Paluszak** | The role of NGOs in Multi-stakeholder initiatives**Luciana Marques Vieira** |
| 9:20 - 9:40 | Concurrent sourcing and other “Strange Organizational Forms” in U.S. emerging wine regions**Bruno varella Miranda** | The regulatory focus as mediator of the relationship between personal values and health and food care**Ana Carina Castagna** |
| 9:40 - 10:00 | Optimization of agricultural product quality chain network based on GERT**Luo Cheng** | Sustainable value creation in the agricultural sector. A literature review**Vira Sadovska** |
| 10:00 – 10:20 | Sustainability and cooperation aspects in business models of agri-food firms in Sweden**Pia Ulvenblad** | Simulation of the energy chain for optimal economic, energy environmental impact **Franco Rosa** |
| 10:20 - 10:40 | The impact of relationship quality on supplier performance in agri-food supply chains**Nic Lees** | A set of Key Performance Indicators for sustainability of SMEs in agribusiness sector**Gilda Massa** |
| 10:40 - 11:00 | **Coffee break** |

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| **11:00- 12:30** | **Plenary session** |
|  |  | **"Vision" room, EGO Hotel** |
| 11:00- 11:30 | **Keynote address 3:** Institutional design for regenerative agriculture and circular food systemsStefano PascucciUniversity of Exeter Business School |
| 11:30- 12:00 | **Keynote address 4:** Demand driven innovation and innovation uptake, the 'SKIN' case, an EU Thematic Network on short food supply chainFedele ColantuonoProject manager EU project Short Supply Chain Knowledge and Innovation Network (SKIN) |
| 12:00- 12:30 | **Industry presentation 3:** Gino RomitiLoccioni- Control Systems Engineering |
| **12:30- 13:30** | **Lunch** (Restaurant Ego Hotel) |

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|  |  | **Parallel sessions: conference sub-themes** |
| **13:30- 15:30** | Session A4 - "Vision" room, EGO Hotel |  Session B4 - "Board" room, EGO Hotel | Session C4 - "Brain up" room, EGO Hotel |
| **Networks and Digital Platforms in Food Business and Agriculture** | **Entrepreneurship and Innovation in Emerging Economies** | **Economics and Organization of Agribusiness** |
| **Chairs** | **Chair** | **Chairs** |
| **Maria Carmela Annosi / Federica Brunetta** | **Larissa Shnayder** | **Stefano Pascucci /** **Gaetano Martino / Kostas Karantininis** |
| 13:30- 13:50 | Is rural Italy in danger? A fuzzy indicator of risks from natural hazards**Francesco Pagliacci** | Fine cocoa value chain as an opportunity window for rural smallholders in Ecuador**Sara Caria** | Regionality Trends on the German Wine Market: A Country-of-Origin Modell of Consumers’ Quality Perception**Verena Otter** |
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| 13:50:14:10 | Strategic responses to institutional pluralism:A study on platform businesses**Federica Brunetta** | Transformational leadership, social responsibility and enterprise performance: An empirical analysis of Chinese leading agricultural enterprises**Hualiang Lu** | Looking into the factors that determine farmers’ participation in a particular trading relationship governance arrangement**Olta Sokoli** |
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| 14:10 - 14:30 |  Valorization of agricultural b-products: a review of emerging value chains in the bioeconomy**Laura Carraresi** | An alternative and comprehensive approach to inclusiveness in business models: merging the BMC with system-thinking tools**Carlo Cucchi****Jia (Teresa) Ye** | Living sustainable innovation ecosystems in the agri-food industry**Pia Ulvenblad** |
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| 14:30 - 14:50 | Exploring the relationship between innovation and firm performance: case of a systematic review**Jamai Kaoutar** | The regulatory focus as mediator of the relationship between personal values and health and food care**Ana Carina Castagna** | From spot market to bilateral contracting: looking at an industry-wide shift within the Quebec hog marketing board**Annie Royer** |
| 14:50 - 15:10 | The Food Sustainability Index: a qualitative and quantitative benchmarking model to foster the debate on how to move towards a more sustainable food system**Francesca Allievi** | Understanding the relationships between individual- and community-based- entrepreneurial practices**Rob Lubberink** | Locally-based cereal supply chains in Tuscany: a comparison of different experiences**Giovanna Sacchi** |
| 15:10 - 15:30 |  | Towards resilient food chains: the role of farmer entrepreneurship and farmer organisations in Kenya**Daniel K. Kangogo** |  |
| 15:30– 15:50 | **Coffee Break**  |

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|  |  | **Conference side event E3** | **Conference side event E4** |
| **15:50- 17:00** | "Brain Up" room, EGO Hotel | "Board" room, EGO Hotel |
| **Round table (\* Check appendix E3)** | **Research speed dating (\* Check appendix E4)** |
| **Organizers** | **Organizer** |
| **Maria Carmela Annosi / Federica Brunetta / Geoffrey Hagelaar** | **Rob Lubberink** |
| Part 1: Managing the digital organization:enlightening through reskilling, new competencies and novel resources | A way to talk about your research project and meet with and learn from researchers with similar interests to your own.  |
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| Part 2: Reflecting on new research directions and methods for critically studying the social-economic impact of digitalization |
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|  |  | **Closing session**  |
| **17:10- 18:00** |  **"Vision" room, EGO Hotel** |
| **BEST PAPER AWARD**Maria Carmela Annosi - Conference chair |
| **OUTLOOK IN THE NEXT CONFERENCE**Wilfred Dolfsma- Chair group holder Management Studies Group (MST), Wageningen University & ResearchMaria Carmela Annosi - Conference chair |

**Scientific Committee**

**J. Bloemhof,** Operations Research and Logistics, Wageningen University

**A. Oude Lansink**, Business Economics, Wageningen University

**B. Tekinerdogan**, Information Technology, Wageningen University

**J. Trienekens**, Management Studies Group, Wageningen University

**H. van Trijp**, Marketing and Consumer Behaviour, Wageningen University

**Maria Carmela Annosi**, Management Studies Group, Wageningen University

**Wilfred Dolfsma**, Management Studies Group, Wageningen University

**Adele Finco**, Università Politecnica delle Marche, Dipartimento di Scienze Agrarie, Alimentari e Ambientali

**Sauro Longhi**, Rector Università Politecnica delle Marche

**Conference Organizing Team**

**Maria Carmela Annosi** (conference chair), Management Studies Group, Wageningen University

**Valentina C. Materia**, Management Studies Group, Wageningen University

**Geoffrey Hagelaar**, Management Studies Group, Wageningen University

**Linette Peelen & Ina Versteeg**, Management Studies Group, Wageningen University

Conference Side Events: Appendix E1.

# WICANEM Horizon 2020 Proposal Development workshop

##  *A Workshop to develop a joint EU grant proposal aiming at collaborative research in the field of digitalization and business transformation (possibly in rural areas).*

**Organizers:**

**Maria Carmela Annosi**, Wageningen University, The Netherlands

# **Wilfred Dolfsma**, Wageningen University, The Netherlands

# **Geoffrey Hagelaar**, Wageningen University, The Netherlands

**Are you ready to submit a competitive project proposal under Horizon 2020 in line with the themes of digitalization and business transformation (possibly in rural area)?**

Join **WICANEM Horizon 2020 Proposal Development** workshop and obtain the essential hands-on knowledge to transform your innovative project ideas into competitive project proposals in response to calls under Horizon 2020.

**Why participate in the "WICANEM Horizon 2020 Proposal Development" workshop?**

This workshop aims to bring together European experts in support of preparing an EU grant proposal focusing on collaborative research in the digitalization and business transformation. This workshop will provide an update of the current available EU call and an inventory of research needs. At this workshop, decision will be made with respect to research and training priorities, composition and management of the research consortium and division of tasks with respect to proposal development. The proposal outline will be established and a pre-proposal for EU review drafted.

**Your benefits**

Whether you have already written and submitted proposals under FP7 and/or Horizon 2020, or will be just starting to develop a project proposal for the first time, this workshop will help in putting together competitive proposals under Horizon 2020.

* Understand the essentials of turning your innovative project ideas into **competitive Horizon 2020 proposals**.
* Find out how to develop a Horizon 2020 project concept with a **new focus.**
* Learn how to **put together a sound project ideas**
* **Network and exchange experiences**with leading universities, research institutions and companies from around the EU and beyond.

**Beforehand**

Registered attendees (from academia and business) will circulate their ideas and possible related calls and, to be read by everyone. Please upload the most developed version via the WICANEM website/submission system by June 27, 2017 – and send it also to Geoffrey Hagelaar who will distribute it among the participants

All are welcome to attend. **Registration is required.**

**Registering for the Workshop**

**Send an email to Geoffrey Hagelaar (****geoffrey.hagelaar@wur.nl****) to confirm your attendance.**

Conference Side Events: Appendix E3

# How is digitalization affecting agri-food?

# *Reflecting on new research directions and methods for critically studying the social-economic impact of digitalization.*

**Organizers:**

**Maria Carmela Annosi**, Wageningen University & Research

e-mail: maria.annosi@wur.nl

**Federica Brunetta**, LUISS Guido Carli

**Geoffrey Hagelaar**, Wageningen University & Research

Discussants & Facilitators (Alphabetical order)

**Maria Carmela Annosi**, Wageningen University, The Netherlands

**Federica Brunetta**, LUISS Guido Carli,, Italy

**Fedele Colantuono**, Universita’degli Studi di Foggia, Italy

**Teresa del Giudice**, Universita Federico II, Naples, Italy

**Wilfred Dolfsma**, Wageningen University, The Netherlands

**Adele Finco**, Universita Politecniche delle Marche, Italy

**Geoffrey Hagelaar**, Wageningen University, The Netherlands

**Crescenzio Gallo**, Universita’degli Studi di Foggia, Italy

**Nicola Faccilongo**, Universita’degli Studi di Foggia, Italy

**Why to attend**

Certainly when being concerned with digitization other channels spring to your mind to read and learn then attending a live round table. Read blogs, listen to podcasts, watch videos, attend webinars seem to line up more logically with digitization. Although these modes of communication are informative a round table will help to curate new ideas, underpin your vision (or change it), improve your approach on digitization, give direct insights in complexities because of face-to-face direct personal exchange.

The agricultural and food industries are, as most others, experiencing the digital transformation. Many effects are already visible, such as the growing use of big data, the enhancements in the fields of systems for precision agriculture and livestock, the rise of agreements for value co-creation, with companies and supply chain partners rethinking their operations, controls, and coordination of activities to create joint value, and many other disruptions are likely to impact on these industries in the next years.

Despite the relevance food and agriculture in the current political and societal context, the analysis of the impact of digitalization and information technologies on the industry is still limited. The objective of this roundtable session is to understand the direction of this change and collectively reflect on new research avenues and methods for critically studying the social-economic impact of digitalization.

**Format**

Conversations will be held in Round Tables. Invited speakers and facilitators are assigned to a Round Table for the length of the round table. Each round table will consist of one or two representative of industry and two representative of academia. During a final, plenary session facilitators will summarize the main results of the conversations from each table.

**Beforehand**

Invited speakers (from academia and business) will circulate their papers’ drafts/conttibution, to be read by everyone at their Round Table. Please upload the most developed version via the WICANEM website/submission system by June 27, 2017 – and send it also to Maria Annosi who will distribute it among the participants in each round table.

**Focus of discussion**

Productive feedback and suggestions to direct furture research . – Structure of the conversation:

10 minutes presentation by author, 25 minutes discussion by Round Table participants where the author is not allowed to speak [length of discussion will vary according to number of papers to be discussed and time allocated to session], 5 minutes resolution time where the author will reply to questions of Round Table participants

**Rationale:**
We ask the authors and representatives to present their argument in short, contextualize it and draw attention to the main points. We ask everybody to be in an active *listening* mode, so that the discussion can then open up, get richer and drive to deeper comments.
We believe that the best way to make the most out of a round-table discussion of a paper is to get as many comments, suggestions and questions from the participants, and let them engage in a conversation, rather than having the author respond to critiques.

Conference Side Events: Appendix E4

# **Speed Dating in Research**

# ***A quick-fire and sociable way to talk about your research project, meet with, and learn from researchers with similar interests to your own.***

**Organizers:**

# **Dr. Rob Lubberink**,

# Postdoctoral researcher, Business Management and Organization, Wageningen University, The Netherlands

**Why speed dating**

As organizers of the track ‘entrepreneurship and innovation in emerging economies’ we have set a number of objectives that we would like to meet in our track. Among them is the objective to create a community who is sharing similar research interests. We have all been to those conferences where you only talk with the person who you are sitting next to during the conference dinner, or with a few researchers during the session breaks. To prevent this from happening, we are organizing a speed dating session. Speed dating allows participants to shortly talk with many fellow researchers in an informal way about what drives them in doing their research. Afterwards, the participants will have the opportunity to follow-up with people whom they had an interesting “speed date” with. More about this in *format.*

Format

Even though the setting aims to be informal, there is a structure behind the speed dating. The organizer will ring a bell when participants are expected to move to the next speed date. The time per date will depend on the number of participants who will join the session. Afterwards, we plan to organize an informal drinks and bites event where people can follow-up with the ones they had interesting talks with. Joining the follow-up event will be at your own expenses.

*Is participation only open to people within the track ‘entrepreneurship and innovation in emerging economies’?* No! Any conference participant who likes to better know the interests of other conference participants, and see whether they share similar interests, are very welcome to join.

Focus of the speed date

Just talk about anything that you would like the other person to know about you and/or your research

Rationale:
Even though conferences are considered to be good events for networking, they are often organized in ways that prevent you from meeting and talking with a wide variety of different people. To overcome this problem, we aim for a setting where you are stimulated to shortly talk in an informal setting with other participants. The speed dating will be followed by an informal event where participants can follow-up over some drinks and bites.

Is it still unclear what will take place in this session?

Do not worry, sometimes it is good to jump into the uncertain. Also, the organizers will explain to you at the start of the session why they like to organize this and how the speed dating will take place.

All are welcome to attend. No pre-registration required.

Session Enquiries:

# **Dr. Rob Lubberink**,

Email: rob.lubberink@wur.nl