Workshop
How platforms change food value chains?
20-21 June 2022 | Montpellier (France)

Call for extended abstract
Submission deadline: May 30th, 2022

This workshop is supported by the French National Research Institute for Agriculture, Food and Environment (INRAE), the MoISA unit, the Digital Agriculture Convergence Lab #DigitAg, and the Mixed Technological Research network Filarmoni.

The aim of this seminar is to explore to what extent the development of marketing platforms modifies the interactions between the actors of the agricultural sector. The scientists’ view will be confronted with that of Mr. Christophe Alliot, expert at the BASIC office. In a recent report, he emphasized the inevitability and necessity of digital development, but also demonstrated that this dynamic is not without consequences for consumers' eating habits and farmers' production practices. Mixing his expertise with that of researchers and professionals will allow a comprehensive view of the impacts the development of platforms has on the scale of the value chain actors, but also on the scale of the agricultural sector as a whole.

Contributions from researchers, PhD students but also professional specialists on topics related to the analysis of supply chains, value chains, organizations, distribution, marketing, and digital technology are particularly welcome, but not limited to.

Furthermore, qualifying full papers will be considered for publication in a special issue of International Journal of Retail & Distribution Management∗

Submission

Please submit your extended abstract to: umr-moisa-workshop@supagro.fr
- Submission of extended abstract - deadline: May 30th, 2022
- Acceptance notification for participation to the workshop: June 10th, 2022.

∗ IJRDM: https://www.emeraldgrouppublishing.com/journal/ijrdm
All abstract submissions must be in English. Abstracts should be two-pages long (750-1000 words), with at least 4 to 5 references from the literature.

As better articles will be selected to be published in a special issue of IJRDM, we encourage all authors to read the authors’ guidelines of the journal: https://www.emeraldgrouppublishing.com/journal/ijrdm#author-guidelines

Programme

June 20th, 2022

13:30 – 14:00: Welcoming participants
14:00 – 17:30: Workshop # 1

Papers preselected for publication in the IJRDM special issue will be presented. This time of discussion will allow authors to improve their article on the basis of comments made by reviewers. Each author will be the referee of at least one paper to reinforce the coherence of this special issue.

June 21st, 2022

9:00 – 9:30: Welcoming participants
9:30 – 11:00: Intervention of Mr Christophe Alliot, expert at the BASIC office
11:00 – 12:30: Discussion
12:30 – 14:00: Lunch
14:00 – 14:30: Intervention of Professor Neil Towers, University of Gloucestershire and member of the editorial board of IJRDM.

Pr. Towers an internationally recognized expert in agile digital retail marketing, fashion supply chain management, and small business growth.

14:30 – 17:30: Workshop # 2

Papers selected for publication in the IJRDM special issue will be discussed further, especially regarding the expectation of IJRDM in terms of quality and scope of the paper. This time of discussion will aim at improving the paper in regard to the selection process of IJRDM.

When and where?

- Monday 20 June, afternoon
  Campus La Gaillarde - Institut Agro Montpellier / INRAE
  Place Pierre Viala, Montpellier
  https://umr-moisa.cirad.fr/contact/inrae-institut-agro-montpellier
• Tuesday 21 June, all day
  Campus de Lavalette
  Agropolis International
  1000, av. Agropolis, Montpellier
  https://www.agropolis.fr/pratique/acces.php

Steering committee
Magali Aubert, Isabelle Piot-Lepetit, Fanny Boyer, Isabelle Perez (INRAE - UMR MoISA – Montpellier)
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