



Management  
Economics  
Marketing  
Finance  
Policy  
Sociology  
Social Psychology  
Information Management

## Call for Papers

Food System  
Dynamics

5<sup>th</sup> International European Forum (*Igls-Forum*) on

# System Dynamics and Innovation in Food Networks

February 14 - 18, 2011 - Innsbruck-Igls, Austria  
[www.fooddynamics.org](http://www.fooddynamics.org)

Interactive focus session on Friday, February 18  
**Scenario Dynamics - Challenges Ahead**

### IGLS-FORUM Series

Innovative format for presentations and extended discussions

A joint initiative by agri-food groups of leading European and international universities and business schools providing a discussion platform for the European and international scientific community

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:

Assoc. Prof. Dr. Melanie Fritz, Prof. Dr. Gerhard Schiefer  
Intern. Center for Food Chain and Network Research  
University of Bonn



# 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 '**Scenario Dynamics**', interacting with actors and experts in the field featuring scenario discussions and a scenario specification workshop. It will follow the very successful focus sessions of previous Forums on 'science meets industry' (2008), on 'science meets the world of regulations' (2009), and on 'transparency in food' (2010).

**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
- Plenary and group discussions using a brainstorming format
- Contributed paper sessions

All papers will be discussed by assigned 'discussants' and the audience. Participants are expected to accept the role of discussant. The quality of the Forum discussions builds on the experience of its participants. Presentations by PhD students are subject to participation of their advisors providing discussion support. 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 or the International Journal on Food System Dynamic.

## International Advisory Board

Dr. Luis Miguel Albisu, Zaragoza, Spain,  
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## Institutional Engagement

The Forum - a joint initiative by Agri-Food groups of leading universities and business schools from Europe and beyond including:

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



# 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 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

<b><u>Abstract submission and pre-registration:</u></b>	<b><u>October 15, 2010</u></b>
<b>Notification of acceptance:</b>	<b>October 31, 2010</b>
<b>Final registration and payment of fees:</b>	<b>December 15, 2010</b>
<b>Full paper submission:</b>	<b>January 15, 2011</b>

## Registration



**Deadline for registration** is December 15, 2010. 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](http://www.fooddynamics.org) with password access.

**Participation fee is 395 Euros.** The fee covers registration, coffee breaks, a welcome reception, the conference dinner, and proceedings; accommodation is not included. For 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 to the basic fee.

**Submission of presentation proposals** is through the submission of an abstract of not more than 500 words in English by October 15, 2010 as email to [fooddynamics@uni-bonn.de](mailto:fooddynamics@uni-bonn.de). Authors will be notified by October 31, 2010. Full papers are due by January 15, 2011.

Pre-registration for **non-paper participation** interests as chair or discussant is also due by October 15, 2010 through an e-mail to [fooddynamics@uni-bonn.de](mailto:fooddynamics@uni-bonn.de).

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

## Location

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

## Contact

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## Administration

### Administrative and financial organization of the Forum series :

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

### Previous

#### 2008: Science meets industry

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 Secretary General, FAO)  
Dr. Fischler (former EU commissioner Agriculture)  
Dr. Godefroy (Director, Health Canada)  
Ms. Majewski (Strategy Officer, EFSA)  
Mr. Schmidt (Board GlobalGAP and formerly Ahold)

#### 2010: The Challenge of Transparent Food

Mr. F. Ahlers (Chairman, FROSTA AG)  
Mr. H. Hagspiel (Chairman, Fairea)  
Mr. J. Elfman (Chairman Health, Grey Worldwide)  
Mr. M. Abreu (Tetra Pac Europe)  
Dr. M. Rosier (Director Research, Boerenbond)  
Dr. T. Busse (Author and Moderator)

### New

#### 2011: Scenario Dynamics - Challenges Ahead

Involving scenario presentations and a specific scenario development workshop in cooperation with Dr Angela Wilkinson, Director, Futures Programme Smith School of Enterprise and Environment (SSEE) Oxford

### 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 involved intensive case study sessions with participation of case companies and managed by **Mary Shelman** of Harvard Business School and **Francesco Braga** from Guelph University.

### Focus beyond the core

The Forum invites leading representatives of neighboring research initiatives to widen the understanding of managerial and economic research and to reflect on consequences for economic and management research.

### Publications

The Forum publishes **conference proceedings**, **special issues** of established journals, and the electronic **International Journal on Food System Dynamics (IJFSD)** ([www.centmapress.org](http://www.centmapress.org)).

The focus of the **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 in the field.