

## Virtual Integration in Future Global Agrifood Supply Chains

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**T**he global agrifood system continues to undergo transformation from a commodity-based system to a relationship-based system of differentiated products. Grocery retailers are gaining market power relative to other supply chain participants. A partial response to this transformation is the development of supply chains established for the purpose of creating value through knowledge management and a focus on vertical information flows. These specialized value-creating vertical marketing clusters result in powerful product and service brands, which implies minimal variation in the quality of ingredients and end products through operations and information management. The recent explosion of innovation involves information technology, such as radio frequency identification (RFID) and frequent shopper cards that tie into demographic information, along with designer genes from the bioengineering of commodities and food products. These innovations have provided private business the opportunity, as never before, to create value for downstream customers by tailoring their output to target market segments.

From a strategic planning viewpoint, it is interesting to develop scenarios that assist in thinking about how agrifood supply chains may morph and develop in the longer-term future. To this end, we develop two scenarios to enhance the thinking of analysts and planners about the nature of future global agrifood supply chains. These scenarios are designed to promote robust thought and discussion.

This chapter is divided into three sections: 1) background, which makes the case that the modern business environment portends the strategic role that knowledge management plays in value creation; 2) development of two boundary/scenarios to illustrate strategic confluence of information quantity and quality, value chain players, and value chain governance; and 3) how supply chains and agrifood firms may change and emerge over time in reaction to the new information-rich global economy.

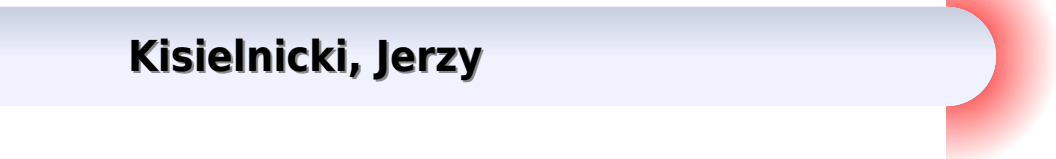
### Background

Three major forces affect food supply chains around the world: an increasing consumer demand for new quality attributes, major technological changes, and globalization. These forces are not just significant but also complex. They are also interdependent and self-enforcing, which in turn creates opportunities for novel food supply chain structures to emerge.

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# Supply Chains To Virtual Integration

**Kisielnicki, Jerzy**



## **Supply Chains To Virtual Integration:**

*Supply Chains to Virtual Integration* Ram Reddy, Sabine Reddy, 2001-09-21 Based on the infrastructure provided by internet technologies fundamental changes are occurring in the way firms design assemble deliver and support products and services These changes have the potential to produce dramatic cost savings within firms and across their supply chains At the same time internet technologies have laid the foundation for the Network Economy model Written by a practitioner in the field and a business strategy academic this book bridges the gap between high level strategy books and technology implementation guides The book provides business and IT managers with a comprehensive framework for evaluating their existing supply chain systems for evaluating the various technology options available and for targeting the elements within it that can be automated with the least risk and highest return on investment

*Supply Chains To Virtual Integration: Em* Reddy, 2003-11-01

**Supply Chain Management** Ling Li, 2007 Integrates the theory and practices of supply chain management This book focuses on how to build a competitive supply chain using viable management strategies operational models decision making techniques and information technology It also includes initiatives such as e commerce collaborative planning forecasting and replenishment CPFR

**IT Outsourcing: Concepts, Methodologies, Tools, and Applications** St. Amant, Kirk, 2009-07-31 This book covers a wide range of topics involved in the outsourcing of information technology through state of the art collaborations of international field experts Provided by publisher

**Managing Risk in Virtual Enterprise Networks: Implementing Supply Chain Principles** Ponis, Stavros, 2010-03-31 This book deals with risk management in enterprise network formations stressing the importance of risk management in enterprises organized in networks followed by the presentation of the researcher suggested approaches which most of the time emphasizes in a supply chain Provided by publisher

**Supply Chain Management: Issues in the New Era of Collaboration and Competition** Chung Wang, William Yu, Heng, Michael S. H., Chau, Patrick Y. K., 2006-08-31 In the current business landscape many business firms compete in one project and cooperate in another related project and they do so at the same time Even more interesting is that certain members of these firms are involved in both projects This book examines this new business landscape

*Virtual Technologies: Concepts, Methodologies, Tools, and Applications* Kisielnicki, Jerzy, 2008-05-31 This publication presents encompassing research of the concepts and realities involved in the field of virtual communities and technologies Provided by publisher

*Managing Supply Chain And Logistics: Competitive Strategy For A Sustainable Future* Ling Li, 2014-07-18 Managing Supply Chain and Logistics Competitive Strategy for a Sustainable Future explores practical ways of investing in a sustainable future through real world cases which demonstrate various supply chain management strategies and tactics By applying viable value creation strategies operational models decision making techniques and information technology the author provides in depth analyses of new initiatives such as collaborative planning forecasting and replenishment CPFR demonstrates competitive approaches to managing flows of material information and

fund in supply chain and illustrates creative methods to apply data science and business intelligence This book also promotes cross functional decision making problem solving skills and offers a feasible approach to managing a volatile business Readers will find this book a valuable resource to solve supply chain management practical problems with a sustainable future in mind      **Proceedings of IAC-MEM 2016 in Budapest** group of authors,2016-07-01 International Academic Conference on Management Economics and Marketing in Budapest Hungary 2016 IAC MEM 2016 Friday Saturday July 8 9 2016      *Electronic Supply Network Coordination in Intelligent and Dynamic Environments: Modeling and Implementation* Mahdavi, Iraj,Mohebbi, Shima,Cho, Namjae,2010-10-31 This book presents cutting edge knowledge on scientific approaches to the management of supply networks in a highly informed global environment with abundant dynamic and uncertain challenges Provided by publisher

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