



Agricultural
University
of
Athens

Agribusiness Laboratory

Overview



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Located in downtown Athens, Greece, the **Agribusiness Laboratory** is part of the **Department of Agricultural Economics and Rural Development** at the **Agricultural University of Athens**. The Agricultural University of Athens is the 3rd Greek University in order of establishment (1920), an Institution of prime national importance in agricultural and related sciences and among the most active national centers of funded academic and applied research.

The **Agribusiness Laboratory** is becoming a center of superior expertise in specific areas of agribusiness activity and benefits from increasing recognition among the research community, professionals, and public bodies alike. It employs 9 permanent members of staff, a



large number of research and project associates and cooperates with private firms, local authorities, development agencies, the public sector and research bodies, both nationally and internationally.

The Laboratory is strongly interested, and highly active, in participating to, or undertaking major research projects and assuming the responsibility for successful project management; educating at under-, and postgraduate level including an MBA in agribusiness management; while also consulting at policy level both private and public bodies. Its strength is rooted in its own **operational abilities** as well as in strong links with its partner-experts and external collaborating parties both nationally and internationally.

The laboratory's strategy and targets

The Laboratory's strategic targets include the achievement, through organic development, expansion, and collaborations, of the following:

- (a) to become acknowledged as a center of research excellence by international experts in its chosen areas of activity, and maintain this reputation.
- (b) to become a point of reference at national level for quality independently assured post-graduate and executive education in agri-food business and farm management.
- (c) to be able to provide top quality policy and operational level advice to public and private bodies, at both European and national level, in agri-food and farm management subjects.

Research areas – areas of expertise

- 1) **Agri-food marketing and consumer behavior.** Specifically, expertise lies in consumer behavior towards purchase of organic food products; marketing strategy of food manufacturers; export and international marketing strategy for agri-business firms; scanner, brand management and consumer choice models, utility demand analysis, combined segmentation, brand and category demand structure, hedonic price and barcode retail sales analysis.
- 2) **Innovation and technology management.** Specifically, expertise has been developed in management of new product development and launch across international markets, management of technologies, and managing innovations in organizations. Deepening knowledge on the link between innovations and relationship management is also pursued.

- 3) **E-business in food and agri-business**, especially regarding wholesaler trading, supply chain management and management flight simulations' development (software). Agribusiness context-specific business models and blueprints for software development are central theme.

- 4) **Alternative education and learning methodologies regarding management matters in agri-business.** Furthering knowledge on the pedagogy of management subjects to the agricultural and food sectors through distance and e-learning methods is pursued. Enhancing learning experiences through content customization to the context and profile of the learner attracts increased attention. Work is carried out on linking agri-business management content and entrepreneurship matters.

- 5) **Bio-energy economics.** Substantial work has been carried out on economic evaluations of biomass cultivations/ bio-energy generation.



- 6) **Monitoring and accounting/ financial management systems in the agri-food sector- organized information systems - optimization methods.** Specifically, strong expertise has been developed around the RICA (FADN) farm accounting system (Reseau d' Information Comptable Agricole).
- 7) Knowledge of **strategy and marketing aspects for sustainable development of regional and rural areas** is also highly advanced. Substantial expertise has also been accumulated in the analysis, design, and implementation of programs such as **LEADER, ADAPT, LEONARDO, FAIR3, RIS**, and other EU funded programs.

Publications

Many publications have appeared in the last 10 years in multiple outlets. These works include books, contributions to world, European and national conferences and congress proceedings as well as one or more articles in the following peer-reviewed academic Journals:

Journal of Business Research, European Journal of Marketing, Journal of Product Innovation Management, European Journal of Innovation Management, Journal of Marketing Management, Industrial Marketing Management, Service Industries Journal, British Food Journal, Journal of Food Products Marketing, Journal of International Food and Agribusiness Marketing. Agricultural Economics Review, Decision Sciences, Journal of the Operational Research Society, International Journal of Manufacturing Technology and Management, The Journal of Selling and Major Account Management, Journal of Strategic Marketing, British Journal of Management, Journal of Small Business Management, Journal of Global Marketing, International Business Review, Enterprise and Innovation Management Studies, Journal of the Market Research Society, Journal of Advertising Research, Applied Economics, Journal of Targeting, Measurement and Analysis for Marketing, Journal of Product and Brand Management, Journal of Brand Management. Management Decisions, Benchmarking: An International Journal, Journal of Business Ethics. Journal of Customer Relationship Management, Journal of Euromarketing, Marketing Review, Inter'l Journal of New Product Development and Innovation Management, Medit, Strategic Change, International Journal of Business and Economics, Options Mediterraneennes. Energy Policy, Energy Strategies.

Funded research projects

The Laboratory's permanent members of staff and partnered experts have undertaken, managed or participated in a series of funded projects including the following:

Area 1: Agri-food marketing and consumer behavior.

OMIARD: Organic Marketing Initiatives and Rural Development (QLK5-2000-01124). EU funded. 2000-2004.

CONDOR: Consumer Decision Making on Organic Products. (QLK5-2001-02446). EU funded. 2003-2005.

Export prospects of products from developing countries to Greece. Funded by the International Trade Centre: WTO/UNCTAD. 1999-2002.

CHEESENET: Export Marketing of Greek cheeses. Funded by the Greek Ministry of Development. 1999-2000.

The International Trade of Mediterranean products. Implications and the effect of GATT and the future expansion of EU on Greek competitiveness. Funded by the Greek Ministry of Agriculture. 1998-2000.

Development of Organic Agriculture in Greece and National Strategies. Funded by the Greek Ministry of Agriculture. 1999-2000

Area 2: Innovation Management

Critical Information and the Quest for Customer relevant NPD processes. EU Fellowship, Marie Curie, Training and Mobility of Researchers Program. 1997-1999.

Innovation Management, Destabilising Markets, Leadership and Top Management Teams. Participation in research team. Funded by City University Business School, London. 2001.

COOPERATING: Developing Entrepreneurship in West Attica. Development of Business Plans for retailers of organic products in the Attica 'Organic Thematic Park'. 3rd Support Programme: EQUAL. 2002-2003.

Area 3: E-business in food and agri-business- Management Flight Simulations Development.

E-BUSINESS W@TCH: The European e-Business Market Watch Function- Food, Beverages and Tobacco Sector (FIF 20010754). EU funded. 2002.

eEUROPE GoDIGITAL: Information Society Diffusion in SMEs: Region of Peloponnese. (C-2001- 550/14-3-2001). 3rd EU Support Programme. 2002-2005.

Praxis 01/96: Development of a Decision Support System regarding New Product Launch in International Markets. Funded by the Greek Ministry of Development. 2002-2003.

Area 4: Alternative education and learning methodologies regarding management matters in agri-business.

Education of the Scientific Personnel of the Ministry on RICA matters. Funded by EU and the Greek Ministry of Agriculture. 2001-2003.

INEVAL: Design of Innovative Training Material on Local Development Planning. (GR/95/2/2448/P/II.1.1.c/FPC). EU funded. 1996-1999.

ENTREPRENEURSHIP EDUCATION IN AGRONOMY: Introducing Entrepreneurship Education in the Undergraduate Education of Greek Agronomists- Agricultural University of Athens. 3rd EU Support Program. Greek Ministry of Education. 2002-2004.

Area 5: Bio-energy economics

BEAVER: Models for the Economic Evaluation of Biomass Cultivation as an Alternative Land Use in the EU (AIR3-CT93-0985). EU funded. 1993-1997.

ACE: Large Scale biomass cultivation for energy in the EU: Evaluation of long-term impact on farm income, employment and the environment. (RENA-CT94-0059). EU funded. 1994-1996.

ACICA: Alternative Crops Integration in a Spatial Analysis (Altener-4.1030/Z/01-018/2001). EU funded. 2001- 2003.

BIOCHAINS: Bio-energy chains from perennial crops in South Europe (NNE5-2001-00081). EU funded. 2001- 2004.

ADEME: Non Technical Barriers to the Development of Biofuels, Phase IV, (4.1030/Z/98-529) EU Funded. 1999-2000.

MULTISEES, A Multiple Criteria Decision Tool for the integration of energy crops into the Southern Europe Energy System. (Altener Project AL/98/227). EU Funded. 1998-2000.

Area 6: Monitoring and accounting/ financial management systems in the agri-food sector- organized information systems - optimization methods.

Evaluation and Scientific Support of the Farms Agricultural Data Network (FADN RICA). 2nd & 3rd EU Support Programme. 1996-2003. Analysis of the Efficiency of Implementation of Regulation 2328/91 Regarding the Financial Functioning of Agricultural Farms. 2nd & 3rd EU Support Programme. 1999.

Specifications Regarding the Accounting Data Network Based Upon RICA. Funded by the Greek Ministry of Agriculture. 2000.

Development of an Information Exchange Network for Research and Applications in Organic Agriculture. Funded by the Greek Ministry of Development. 2000-2001.

Area 7: Strategy and marketing aspects for sustainable development of regional and rural areas. Analysis, design, and implementation of programs such as LEADER, ADAPT, LEONARDO, FAIR3, RIS.

The Future of Greek Industry. Innovation, New technologies and Industrial competitiveness. Satellite Study No. 6. Funded by the Greek Ministry of Development. 1996-1997.

Integrated Agriculture: Integrated Marketing Management of Agricultural Units- Business Administration Matters. EU funded: Regional Innovation Strategies +. 2000.

Leader II: Initiative Integrated development of the mountainous area of Karditsa and Transnational part of Leader II initiative. (307193/6583). Funded by the 2nd EU Support Program. 1996-2001.

Information and technical support network for Thessaly farmers. (99320587/21-9-99) EU Funded. 1999-2000.

Carrefour (X/A.4/sie – D (95) / D.G.X. EU Funded. 1995-2001.

ADAPT II initiative: Support center for SMEs and employment (216/208 186748/31-12-97) Funded by the Greek Ministry of Employment. 1998-2000.

FAIR3 Diversification and reorganization of the livestock production activities in LFAs (FAIR3 – CT96 – 1893 / D.G VI). 1997-2000.

LEONARDO DA VINCI: Design of a training package for the programming of local development/ Handicraft and business skills/ Distance education/ INNOCOOP; new ways of learning how to INNOvate by means of COOPeration, in a more global and digital society (GR/95/2/2448 DG XXII/ task force; RO/99/1/083605/PI/I.1.1.d/FPI; IRL/99/2/07314/PI/ii.1.1.C/FPC; E/10/B/F/PP–115.153

Education- MBA

The Laboratory is successfully running for the 4th year a high quality MBA in agribusiness management. 15 students attend the course every year and graduates' absorption by employers reaches 100%.

Partners, collaborating parties and public advice

The Laboratory collaborates with multiple partners of the highest caliber. Members of the Laboratory have also offered public policy advice to the Ministry of Agriculture, Ministry of Finances and the Confederation of Greek Industries, and continue to serve as experts and advisors in many public body committees and private firms.



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