

How to connect producers and consumers?

Impacts of platforms on the design and functioning of agri-food value chains



Workshop, #DigitAg, MoISA
Writing workshop for publication in IJRDM
4 october 2022 | Montpellier (France)

Scientific objectives of the workshop

The objective of the workshop organized by the Digital Agriculture Convergence Lab #DigitAg and MoISA research unit is to work on publications on the following theme: **How to connect producers and consumers? Impacts of platforms on the design and the functioning of agri-food value chains** with the aim of submitting them for a special issue of the **International Journal of Retail & Distribution Management (IJRDM)**. Pr. Niels Towers, Gloucestershire Business School and member of the editorial board of IJRDM will virtually attend the workshop.

Link to IJRDM website for additional information: [here](#)

The workshop follows a seminar organized the 3rd of October 2022 on **How platforms change value chains?** gathering together Dr. **Christophe Alliot**, Director of BASIC and Dr. Henry Isaac, University of Paris-Dauphine. **More details on the seminar:** [here](#)

Context

The agri-food industry faces many challenges: environmental, with the necessary reduction of pesticides and carbon footprint; technological, with the development of digital technologies and services; social, with the expectation of reconnecting producers and consumers; nutritional, with the growing demand of consumers for healthy and local production; and economical, with the need to just and fair value sharing among actors involved in agri-food chains. These challenges are part of a constantly evolving context, where the development of digital technologies and services is changing the design of value chains and the relations between all actors. Beyond the development of new organizational forms, new actors are emerging. Digital platforms, as new intermediaries in the agri-food chains, bring producers and consumers closer to each other. These intermediaries nowadays play an important role in all activities and are becoming key actors to study, since they modify the existing modes of coordination between actors in the agri-food sector. Indeed, if the various forms of platforms facilitate connections between actors (producers, advisors, transformers, distributors, retailers, consumers...) at the different levels of agri-food value chains, this raises questions and requires more research on the organizational changes they induce.

Submission process

To participate to the workshop, please submit **an extended abstract** to: umr-moisa-workshop@supagro.fr. **All submissions must be in English** and the abstract should be two-pages long (750-1000 words) with up to 4 or 5 references.

- **Submission extended deadline: September 10th-20th, 2022**
- **Acceptance notification: September 25th, 2022**

Since only the best papers will be selected for publication in the **International Journal of Retail & Distribution Management (IJRDM)**, we recommend authors to read the authors' guidelines ([here](#)) before the workshop.

- **Deadline for submission of the full paper to IJRDM: October 31th, 2022**

On the website of IJRDM, <https://mc.manuscriptcentral.com/ijrdm>, by referring to the special issue when submitting.

Organization of the workshop

- **When : October 4th, 2022**

➤ **Where : Campus Institut Agro - INRAE**

Bâtiment 11 - Salle des Conseils

Place Viala – 34060 Montpellier

<https://umr-moisa.cirad.fr/contact/inrae-institut-agro-montpellier>

Program of the workshop - October 4th, 2022

9:00 - 9:30: Welcoming participants and introduction to the workshop

9:30 - 10:30: Introduction to the International Journal of Retail & Distribution Management (IJRDM) – Pr. Neil Towers, University of Gloucestershire, member of the editorial board of IJRDM.

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

<https://www.glos.ac.uk/staff/profile/neil-towers/>

10:30 - 12:30: Atelier #1

Every abstract will be discussed. This time will allow authors to improve their article based on the comments made by reviewers. Each author will be a reviewer for at least one article to reinforce the coherence of this special issue.

12:30 - 14:00: Lunch

14:00 - 16:00: Atelier # 2

Every abstract will be discussed to improve their appropriateness regarding their publication in the special issue of the IJRDM, based on recommendations made by Pr. Niels Towers, in terms of quality and scope of the article. The purpose of this discussion time is to improve the paper in regards to the IJRDM selection process.

16:00 - 16:30: Follow-up and closure of the seminar

More information about the workshop on the following websites:

[MoISA](#) or [#DigitAg](#)

Organisation Committee

- Magali Aubert (INRAE – UMR MoISA et Filarmoni) : [magali.aubert\[at\]inrae.fr](mailto:magali.aubert[at]inrae.fr)
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