



14th Annual World Food & Agribusiness Symposium Presentation Schedule

Session 1 – Saturday, June 12 – 10:15am - 11:45am

Syngenta Room

“An Empirical Analysis of The Determinants of Success of Food and Agribusiness E-Commerce Firms”

Mr. Fernando Montealegre, Purdue University, U.S.A.
Dr. Sarahelen Thompson, Purdue University, U.S.A.
Dr. James Eales, Purdue University, U.S.A.

“Factors Influencing Farmers’ Decision to Produce Biotech Crops: Results of a Survey”

Dr. Enefiok Ekanem, Tennessee State University, U.S.A.
Dr. Fisseha Tegegne, Tennessee State University, U.S.A.
Dr. Safdar Muhammad, Tennessee State University, U.S.A.
Dr. Surendra Singh, Tennessee State University, U.S.A.
Mrs. Mary Mafuyai-Ekanem, North Carolina A&T State University, U.S.A.

“Value Creation in Agrifood Chain: The Case of the Region of Madrid”

Dr. Julian Briz, Polytechnic University Of Madrid, Spain
Mrs. Kerstin Röhrich, Humboldt Universität, Germany
Mrs. Isabel De Felipe, Universidad Politécnica, Spain

Unilever Room

“Agribusiness Performance in Foreign Trade and Governance in the Agribusiness Systems of Pork and Beef”

Dr. Elizabeth Farina, Universidade De São Paulo - Fac. Economia, Administração E Contabilidade, Brazil
Dr. Rubens Nunes, Universidade De São Paulo - Faculdade De Zootecnia, Brazil

“Typology and Financial Performance of Champagne Wine Makers According to Distribution Channel”

Dr. Francis Declerck, ESSEC Business School, France

“A Framework for Mapping and Quantifying Food & Agribusiness Chains Towards Collective Actions”

Mr. Marcos Fava Neves, University Of Sao Paulo, Brazil
Mr. Ricardo Rossi, University Of Sao Paulo, Brazil
Mr. Luciano Thomé Castro, University Of Sao Paulo, Brazil
Mr. Frederico Lopes, University Of Sao Paulo, Brazil
Mr. Matheus Marino, University Of Sao Paulo, Brazil

Barilla Room

“Beef and Pork Agribusiness in Argentina. Design and Implementation of Origin and Quality Assurance Systems. Comparative Discrete Structural Analysis.”

Mr. Hernán Palau, School Of Agronomy, Buenos Aires University, Argentina
Dr. Lorenzo Basso, School Of Agronomy, Buenos Aires University, Argentina
Ing. Héctor Ordóñez, Buenos Aires University, Argentina
Mr. Sebastián Senesi, School Of Agronomy, Buenos Aires University, Argentina

“Connecting Food Chain Information for Food Safety/Security and New Value”

Ms. Amy Bantham, SJH & Company, U.S.A.
Mr. Jean-Louis Duval, Foodorigins, France

“Who Cares About GMO Foods? Not Wall Street”

Mrs. Alla Golub, Purdue University, U.S.A.
Dr. Christine Wilson, Purdue University, U.S.A.
Dr. Allen Featherstone, Kansas State University, U.S.A.

Harris Nesbitt Room

“Coexistence of Institutional Arrangements: Analysis of the Brazilian Egg Chain”

Mr. Fabio Mizumoto, University Of Sao Paulo, Brazil
Dr. Decio Zylbersztajn, University Of Sao Paulo, Brazil

“The Potential Impact of a Proposed Ban on the Sale of U. S. Horses for Slaughter and Human Consumption”

Mr. Michael North, Utah State University, U.S.A.
Dr. Deevon Bailey, Utah State University, U.S.A.

Session 2 – Saturday, June 12 – 11:45am - 1:15pm

Syngenta Room

“Centro De Inteligencia Sobre Mercados Sostenibles - An Institution Providing Market Information and Knowledge Transfer to Enhance the Latin American Food Sector Supplying Sustainable Markets in Developed Countries”

Mr. Lawrence Pratt, INCAE, Costa Rica

Dr. Bernard Kilian, Centro De Inteligencia Sobre Mercados Sostenibles, Costa Rica

Mr. Jorge Vieto, Centro De Inteligencia Sobre Mercados Sostenibles, Costa Rica

“Teaching Agrarian Law for Agricultural Economists. Russian Experience”

Ms. Yuliya Bolotova, Purdue University, U.S.A.

“An Evaluation of Skills and Attributes of Agricultural/Agribusiness Graduates for Biobased Industry and Economy”

Dr. Surendra Singh, Tennessee State University, U.S.A.

Dr. Safdar Muhammad, Tennessee State University, U.S.A.

Dr. Enefiok Ekanem, Tennessee State University, U.S.A.

Dr. Fisseha Tegegne, Tennessee State University, U.S.A.

Mr. Sam Comer, Tennessee State University, U.S.A.

Unilever Room

“Applying Business Techniques to Analyze Market Opportunities for Staple Foods: The Strategic Positioning of the Dry Bean Subsector in Central America”

Ms. Lourdes Martinez, Michigan State University, U.S.A.

“Supermarkets and Their Impacts on the Agrifood System of Brazil: The Competition Among Retailers”

Dr. Elizabeth Farina, University Of Sao Paulo - School Of Economics, Business And Accounting, Brazil

Dr. Rubens Nunes, Universidade De São Paulo - Faculdade De Zootecnia, Brazil

Dr. Guilherme F. de A Monteiro, University Of Sao Paulo - School Of Economics, Business And Accounting, Brazil

“Public- Private Partnerships for Innovation-led Growth in Food-chains: A Useful Development Tool in Latin America?”

Dr. Frank Hartwich, Int'l. Food Policy Research Institute, Costa Rica

Dr. Willem Janssen, ISNAR, The Netherlands

Dr. Jamie Tola, ISNAR, Costa Rica

Dr. Luis Vieira, EMBRAPA, Brazil

Barilla Room

“Building “Door To Door” Marketing Channels: The Danone Project”

Dr. Marcos Fava Neves, FEARP-USP, Brazil

Dr. Marcos Ghisi, FEARP-USP, Brazil

Mr. Matheus Alberto Consoli, FEARP - USP, Brazil

“Trust in Certification Procedures: An Institutional Economics Approach Investigating the Quality of Audits Within Food Chains”

Dr. Achim Spiller, University Of Göttingen, Germany

Mrs. Gabriele Jahn, University Of Göttingen, Germany

Mr. Matthias Schramm, University Of Göttingen, Germany

“Using Stakeholder Views to Develop Strategies for the Dutch Pork Supply Chain”

Dr. Christien Ondersteijn, Wageningen University, The Netherlands

Mrs. Cynthia Boston, Wageningen University, The Netherlands

Mr. Gerard Giesen, Wageningen University, The Netherlands

Harris Nesbitt Room

Discussion Session: “The Comparative Teaching of Courses on Managing Market and Economic Risks”

Dr. Dennis Conley, University Of Nebraska, U.S.A.

Dr. Donald Larson, The Ohio State University, U.S.A.

Dr. Francis Declerck, ESSEC Business School, France

Dr. Francesco Braga, University Of Guelph, Canada

Session 3 – Saturday, June 12 – 2:30pm - 4:00pm

Syngenta Room

“Farmers of The Future: Market Segmentation and Buying Behavior”

Dr. Michael Boehlje, Purdue University, U.S.A.

“A Stakeholder View on Sustainable Food and Agribusiness Chain Development”

Dr. Harry Bremmers, WUR, The Netherlands
Dr. Onno Omta, WUR, The Netherlands
Dr. Derk-Jan Haverkamp, WUR, The Netherlands

“Addressing the Triple Bottom Line in Agribusiness Supply Chains Through Holistic Management”

Dr. Johan van Rooyen, South African Wine & Brandy Company, Africa
Dr. Esbeth van Dyk, CSIR – Transportek, Africa

“Can the Private Sector Be Competitive and Contribute to Development Through Sustainable Agricultural Business? A Case Study of Coffee in Latin America”

Mr. Lawrence Pratt, INCAE, Costa Rica
Dr. Bernard Kilian, Centro De Inteligencia Sobre Mercados Sostenibles, Costa Rica
Mr. Andrés Villalobos, Centro De Inteligencia Sobre Mercados Sostenibles, Costa Rica

Unilever Room

“Commercializing Agricultural Biotechnology – Managing Complex Knowledge Chains”

Dr. David Sparling, University Of Guelph, Canada
Dr. John Cranfield, University Of Guelph, Canada
Dr. Erna Van Duren, University Of Guelph, Canada

“The Crop Rotation Decision: Are Producers Good Agronomists, Good Economists, or Slaves to Tradition?”

Dr. Mark Hansen, Brigham Young University, U.S.A.
Mr. Troy Van Tassell, Brigham Young University, U.S.A.

“Dynamics of Network Governance: A Contribution to the Study of Complex Forms”

Dr. Elizabeth Farina, Universidade De São Paulo - Fac. Economia, Administração E Contabilidade, Brazil
Dr. Decio Zylbersztajn, FEARP-USP, Brazil

Barilla Room

“Consumer Change in Fast Food Preference”

Mr. James Richardson, JCB, England
Mr. Luis Kluwe Aguiar, Royal Agricultural College, England

“Opening Armenia - Turkey Border: Measuring the Economic Impact”

Ms. Gayaneh Kyureghian, Armenian Agricultural Academy, Armenia
Mr. Vahe Heboyan, USDA MAP, Armenia

Harris Nesbitt Room

Discussion Session: “Sustainability at the Farm Level: Introducing RISE”

Dr. Fritz Haeni, Swiss College Of Agriculture, Switzerland
Dr. Francesco Braga, University Of Guelph, Canada

Session 4 – Saturday, June 12 – 4:30pm - 6:00pm

Syngenta Room

“Contract Analysis: The Case of Processing Industry and Orange Growers in Brazil”

Mr. Luciano Thomé Castro, University Of Sao Paulo, Brazil
Mr. Frederico Fonseca Lopes, FEARP - USP, Brazil
Mr. Matheus Alberto Consoli, FEARP - USP, Brazil

“Explaining Grower's Performance in Different Marketing Channels for Greenhouse Vegetables”

Ms. Lusine Aramyan, Wageningen University, Netherlands
Dr. Christien Ondersteijn, Wageningen University, Netherlands
Mr. Jo Wijnands, Wageningen University, The Netherlands
Dr. Alfons Oude Lansink, Wageningen University, The Netherlands

“Incentives in Popcorn Contracts”

Mr. Joshua Detre, Purdue University, U.S.A.
Mr. Tomas Nilsson, Purdue University, U.S.A.
Ms. Christiane Schroeter, Purdue University, U.S.A.

Unilever Room

“Corporate Social Responsibility and the Purpose of Corporations: How are Brazilian Companies Adapting Their Strategies?”

Dr. Cláudio Machado Filho, UNIMEP/ PENZA-FIA/USP, Brazil
Dr. Decio Zylbersztajn, FEARP-USP, Brazil

“Liner Programming for Supply Chain Design: A Case on Novel Protein Food”

Ms. Radhika Kolera Apaiah, Wageningen University, Netherlands
Dr. Eligius Hendrix, Wageningen University, Netherlands

“Role of Private Sector in Agricultural Export Processing Zones in West Bengal, India”

Dr. Debabrata Lahiri, Indian Institute Of Technology, India

“Stage Model Research in The UK Fast Moving Consumer Goods Industry”

Dr. Mark Francis, Cardiff University, UK

Barilla Room

“Comparison of the Risk Perceptions of Italian and United States Consumers for GM Foods”

Dr. R. Wes Harrison, Louisiana State University, U.S.A.
Dr. Stefano Boccaletti, Università Cattolica, Italy
Dr. Lisa House, University Of Florida, U.S.A.

“Consumer Attitudes Toward Genetically Modified Foods in Emerging Markets: The Impact of Labeling in Taiwan”

Dr. David Hahn, The Ohio State University, U.S.A.
Mr. Pierre Ganiere, The Ohio State University, U.S.A.
Dr. Wen Chern, The Ohio State University, U.S.A.

“Determinants of Consumer Perceptions of Food Safety Risk”

Dr. Greg Baker, Santa Clara Univ., U.S.A.
Dr. Andrew Starbird, Santa Clara Univ., U.S.A.

“Effective Food Chain Management in the Wild Berries and Mushroom Business of Russian Rural Economies”

Mrs. Olga Panteleeva, Kostroma State Agricultural Academy, Russia
Dr. Susan Hine, Colorado State University, U.S.A.

Harris Nesbitt Room

Discussion Session: “Sustainability at the Chain Level: Proposing c-RISE”

Dr. Fritz Haeni, Swiss College Of Agriculture, Switzerland
Dr. Francesco Braga, University Of Guelph, Canada

Session 5 – Sunday, June 13 – 8:30am - 10:00am

Syngenta Room

“Marketing Alliance: A Case Study Between a Young Steer Producers Pool and the Carrefour Supermarket Network in Brazil”

Mrs. Silvia Caleman, University Of Mato Grosso Do Sul, Brazil
Mr. Fábio Gonzalez, University Of Mato Grosso Do Sul, Brazil
Dr. Renato Sproesser, University Of Mato Grosso Do Sul, Brazil
Dr. Dario De Oliveira Lima, University Of Mato Grosso Do Sul, Brazil

“Improving Supply Chain Management Through a Management Information System: The Case of a Brazilian Rice Cooperative”

Mr. Paulo Rigatto, The Pelotas Federal University, Brazil
Dr. Donald Larson, The Ohio State University, U.S.A.
Dr. Antonio Domingos Padula, The Rio Grande Do Sul Federal University, Brazil

“The Role of Cooperatives in Milk Marketing: The Case of Armenia”

Dr. Vardges Hovhannisyan, Armenian Agricultural Academy, Armenia
Dr. Daniel Dunn, Texas A&M, U.S.A.
Dr. Vardan Urutyanyan, Armenian Agricultural Academy, Armenia

“The Internationalization of Agriculture Co-Operatives- A Source of Conflict?”

Dr. Nicola Shadbolt, Massey University, New Zealand
Mr. Ignacio Donoso, Massey University, New Zealand
Dr. William Bailey, Massey University, New Zealand

Unilever Room

“Consumer’s Attitudes and Preferences for Armenian Wines”

Mr. Vahe Heboyan, USDA Marketing Assistance Project, Armenia
Mr. Gagik Sardaryan, USDA Marketing Assistant Project, Armenia

“Creating a Competitive Strategy to Improve the Performance of an Agricultural Chain - A Case Study of Potatoes in Egypt”

Mr. Khabbab Zohair Abdalla, Arab Org. For Agric. Development, Sudan
Dr. Johann Kirsten, University Of Pretoria, South Africa
Dr. Rashid Hassan, University Of Pretoria, South Africa

Barilla Room

Discussion Session: “Getting Competent Employees to Achieve Sustainable Value Creation in the Food Chain - A New Model for Knowledge and Competence Development”

Mr. Nico van Hemert, INHOLLAND University, The Netherlands

Mr. Woody Majjers, INHOLLAND University, The Netherlands

Mr. Lucas Vokurka, INHOLLAND University, The Netherlands

Harris Nesbitt Room

Discussion Session: “Food Marketing in China”

Dr. Brenda Sternquist, Michigan State University, U.S.A.

Dr. Thomas Wahl, Washington State University, U.S.A.

Session 6 – Sunday, June 13 – 10:30am - 12:00pm

Syngenta Room

“Evolution of Chinese Vegetable Supply Chain”

Dr. Xiaoyong Zhang, Lei, Wageningen University & Research Center, The Netherlands

Ms. Xinhong Fu, Sichuan Agricultural University, China

Ms. Jinxiu Yang, Sichuan Agri. University, China

“International Supply Chain Development and Innovation in Developing Countries”

Mr. Jaques Trienekens, Wageningen University, Netherlands

Dr. Jim Hagen, Cornell University, U.S.A.

Mrs. Sabine Willems, Wageningen University, Netherlands

“Value Creation in Local Food Supply Chains: Market Opportunities and Challenges”

Ms. Sari Forsman, MTT Agrifood Research, Finland

Mrs. Jaana Paananen, MTT Agrifood Research, Finland

Unilever Room

“Governments and Firms: Incentives to Supply of Safe Food”

Dr. Peter Goldsmith, University Of Illinois, U.S.A.

Ms. Nesve Turan, University Of Illinois, U.S.A.

Dr. Hamish Gow, University Of Illinois, U.S.A.

“HACCP at The Farm Level - The Missing Link in Food Safety and Security?”

Dr. Richard Baines, Royal Agricultural College, UK

Mr. Paul Ryan, Food Marketing Institute, U.S.A.

Mr. Paul Davies, Royal Agricultural College, UK

“Differentiation of Certification Standards: The Tradeoff Between Generality and Effectiveness in Certification Systems”

Ms. Gabriele Jahn, University Of Göttingen, Germany

Dr. Achim Spiller, University Of Göttingen, Germany

Mr. Matthias Schramm, University Of Göttingen, Germany

Barilla Room

Discussion Session: “Selling to the Large Retailers—Who Participates and How Do They Fare? Case Studies from Horticulture Markets in Africa, EU, and Latin America”

Ms. Denise Mainville, Agricultural Economics, U.S.A.

Mr. David Neven, Michigan State University, U.S.A.

Mr. Juan Estrada-Valle, International Crops Research Institute For The Semi-Arid Tropics (ICRISAT), Malawi, Southern Africa

Harris Nesbitt Room

Discussion Session: “Creating Sustainable Value in Food Chain Traceability Solutions”

Mr. James Muir Thomson, Fxa Group Ltd, Thailand

Dr. Bernard Fleet, FXA Group Inc., Canada

Session 7 – Sunday, June 13 – 1:00pm - 2:30pm

Syngenta Room

“Buyer Power on Perishables Market and Its' Effect on Product Safety”

Dr. Jukka Peltola, MTT Agrifood Research, Finland

“Knowledge Capital, Intangible Assets, and Leverage: Evidence from U.S. Agricultural Biotechnology Firms”

Dr. Thomas Sporleder, The Ohio State University, U.S.A.

Dr. LeeAnn Moss, The Ohio State University, U.S.A.

“The Management Challenge of Team Formation in an Agribusiness”

Dr. Dennis Conley, University Of Nebraska, U.S.A.

“Real Options Strategies for Food Processors' Expansion Scale Through Acquisition”

Dr. Thomas Sporleder, The Ohio State University, U.S.A.

Ms. Juan Liu, The Ohio State University, U.S.A.

Unilever Room

“Consumers' Product Quality Perception and Management: Developing the Queijo De Coalho Supply Chain in Ceara State, Brazil”

Dr. Guy Henry, Cirad, France

Mr. Guillaume Masseur, Boucoiran, France

Dr. José Carlos Machado Pimentel, EMBRAPA-CNPAT, Brazil

“Effects of Consumers' Risk Perceptions of Genetically Modified Foods on Labeling Preferences”

Dr. R. Wes Harrison, Louisiana State University, U.S.A.

Mr. Jae-Hwan Han, Louisiana State University, U.S.A.

“Preferences of Consumers in Terms of Multifunctional Agriculture”

Dr. Jukka Kola, University Of Helsinki, Finland

Mr. Tapani Yrjölä, Suomen Gallup Ltd, Finland

Barilla Room

“Brazilian Agribusiness Exports: Bulk Commodities and Consumer Oriented Products”

Ms. Tatiana Farina, Administrative Council Of Economic Defense, Brazil

Mr. Paulo Picchetti, University Of São Paulo, Brazil

“Managerial Implications of Changes in Price Transmission in the Canadian Beef Supply Chain During the BSE Crisis”

Mr. Michele Nardella, University Of Guelph, Canada

Dr. Francesco Braga, University Of Guelph, Canada

“Value Creation in the Greenhouse Industry by Product Specificity: Myth or Reality?”

Mr. Jo Wijnands, Wageningen University, The Netherlands

Dr. Christien Ondersteijn, Wageningen University, Netherlands

Harris Nesbitt Room

Discussion Session: “Global Shifts in Agro-Industrial Capital and the Case of Soybean Crushing: Implications for Managers and Policy Makers”

Dr. Peter Goldsmith, University Of Illinois, U.S.A.

Ms. Sally Jorgensen, Canadian Embassy, South Korea

Ing. Hector Laurence, McLaren Holdings S.A., Argentina

Mr. Gustavo Grobocopatel, Grupo Los Grobo, Argentina



14th Annual World Food & Agribusiness Case Conference Schedule

Nestle Room

Saturday, June 12

10:15 AM - Intro & Welcome - *Dr. Francesco Braga, IFAMR Editor, University of Guelph*

10:40 AM - Land O'Lakes - *Dr. David Barton, Kansas State University*

11:25 AM - Deep Red Canning - *Dr. David Hahn, The Ohio State University*

12:10 PM - BYU Dairy Embryo - *Dr. Mark Hansen, Brigham Young University*

12:55 PM - Open Discussion - *Chair: Dr. Greg Baker, Santa Clara University*

1:15 PM - Lunch

2:30 PM - French Pastry Buy Out - *Dr. Francis Declerck, ESSEC Business School*

3:00 PM - California Strawberry Production - *Dr. Greg Baker, Santa Clara University*

3:30 PM - Picard MBO - *Dr. Francis Declerck, ESSEC Business School*

4:00 PM - Break

4:30 PM - Mill Creek Farm - *Dr. Elliott Currie, University of Guelph*

5:00 PM - LVMH Acquisition of Chateau D'Yquem - *Dr. Francis Declerck, ESSEC Business School*

5:30 PM - Open Discussion - *Chair: Dr. Marcos Fava Neves, Universidade de São Paulo*

Sunday, June 13

8:30 AM - Welcome and Bridge from Saturday

8:45 AM - Creole Coffee - *Dr. P. Lynn Kennedy, Louisiana State University*

9:30 AM - Willow Tree Farms - *Dr. Elliott Currie, University of Guelph*

10:00 AM - Coffee Break

10:30 AM - CFIA - *Dr. David Sparling, University of Guelph*

11:15 AM - Open Discussion & Closing Remarks - *Chair: Dr. Michael Boland, Kansas State University*



14th Annual World Food & Agribusiness Poster Displays

Convention Center Lobby - Saturday & Sunday, June 12-13

“Environmental Changes and Conflicts in Marketing Channels (Networks): The Case of Low Volume Irrigation”

Mr. Marcos Fava Neves, University Of Sao Paulo, Brazil
Mr. Luciano Thomé Castro, University Of Sao Paulo, Brazil
Mr. Roberto Fava Scare, University Of Sao Paulo, Brazil

“Competitiveness of the Wheat Chain in Brazil”

Mr. Marco Conejero, University Of Sao Paulo, Brazil
Dr. Cláudio Machado Filho, UNIMEP/ PENZA-FIA/USP, Brazil
Mr. Matheus Marino, University Of Sao Paulo, Brazil
Mr. Fabio Mizumoto, University Of Sao Paulo, Brazil
Mr. Tiago Fischer, PENSA, Brazil

“Success of New Food Product Development of Thailand”

Mr. Pisit Dhamvithee, Kasetsart University, Thailand
Dr. Anuvat Jangchud, Kasetsart University, Thailand
Dr. Phaisarn Wuttijumnong, Kasetsart University, Thailand
Dr. Bhavani Shankar, University Of Reading, United Kingdom

“Exploring Globalization in the Brewing Industry - Internationalization Strategies of World-Wide Leading Brewers”

Mr. Oliver Ebneith, University Of Goettingen, Germany
Dr. Ludwig Theuvsen, University Of Goettingen, Germany

“Bioterrorism Act of 2002: Economical Implications to Brazilian Coffee Agri-Chain”

Mr. Samuel R. Giordano, University Of São Paulo, Brazil
Mr. Marco A Conejero, University Of São Paulo, Brazil
Ms. Christiane L Rezende, University Of São Paulo, Brazil
Mr. Derofilo Boldrini Jr., University Of São Paulo, Brazil
Mr. Tiago F. Fischer PENSA, Brazil

“Evolving Marketing Channels in Armenia: A Structure-Conduct-Performance Analysis”

Mr. Artavazd Hakobyan, USDA MAP, Armenia

“The Emerging Natural Beef Market: Transaction Cost Economics, Value Creation, and Value Capture”

Dr. Mark Hansen, Brigham Young University, U.S.A.
Mr. Brady Karren, Brigham Young University, U.S.A.

“The Development and Use of Team Performance Measures in Master of Agribusiness Programs”

Dr. Eluned Jones, Texas A&M University, U.S.A.
Dr. Victoria Salin, Texas A&M University, U.S.A.

“Constructing a Strategic Performance Measurement System for Small Food- Processing Firms”

Ms. Miia Laaksonen, MTT Agrifood Research Finland, Finland
Ms. Sari Forsman, MTT Agrifood Research Finland, Finland
Ms. Helena Immonen, University Of Helsinki, Finland
Dr. Maarit Mäki, MTT Agrifood Research Finland, Finland

“Development of an Undergraduate Degree Program of Agribusiness In Armenia”

Ms. Susanna Mezhlumyan, USDA MAP, Armenia
Dr. Daniel Dunn, USDA MAP, U.S.A.

“FARM ASSURANCE: A Privately Endorsed License to Farm”

Mr. Simon Montgomery, Royal Agricultural College, United Kingdom
Mr. Luis Kluwe Aguiar, Royal Agricultural College, United Kingdom

“Land Rights Administration and Its Impact on Land Markets in Zimbabwe”

Mr. Maxwell Mutema, University Of Reading, United Kingdom
Dr. Steve Wiggins, Overseas Development Institute, United Kingdom

“Analysis of the Model of Home Shopping System in New Economic Market—Focus on Retailer Market”

Mr. Yu Tsung (Arthur) Yao, Royal Agricultural College, United Kingdom