Call for Chapters*

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Book Series

Palgrave Intersections of Business and the Sciences,

in association with Gnosis Mediterranean Institute for Management Science

Book Titles (2 volumes)

Vol.1

Agribusiness Innovation and Contextual Evolution*:*

Strategic, Managerial and Marketing Advancements

Vol.2

Agribusiness Innovation and Contextual Evolution:

Technological, Societal and Channel Advancements

Book Editors

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Book Topic & Aims

The aim of this book is to define, refine, analyse and prescribe the evolution of agribusiness in the present and future. The book shall build a comprehensive conceptualisation of the multifactorial macro-, micro- and organisational environments of agribusiness, including strategic, managerial, marketing, technological and geo-socio-political forces. Its content shall rest totally on new, unpublished scientific research, largely empirical and partly theoretical/conceptual.

The book shall comprise two volumes/parts: the first to incorporate the strategic, managerial, marketing and organisational aspects of contemporary agribusiness. And the second to contextualise and position these business elements against forces such as technology (IT, large data management systems, AI, robotics etc.), globalisation (international CRM, global logistics, geopolitical forces etc.) and consumer trends (consumption patterns, shifts in international sales, rise of BRICS and developing economies' etc.)

Book Rationale & Context

Agriculture is the oldest and most fundamental of human industries and has defined human evolution for millennia. And while being among the most traditional of economic sectors, its business has seen major leaps over the past century. Contemporary agribusiness is beginning to develop on par with the most developed sectors, with contextual transformations shaping its practice and philosophy. Technological developments from IT to robotics, geopolitical developments and globalisation, transportation and logistics innovations, and consumer behaviour changes are reshaping this business in ways that we are still to fathom and master. And beyond the tangible aspect of things, agribusinesses are increasingly called upon to apply strategic and marketing principles, traditionally reserved for much different organisations; with product and branding concepts of produces, such as wine and cheese, demanding strategic practices and organisational innovations seen in the most competitive of industries.

Historically, agriculture is one of the oldest and world's largest economic sectors (Malorgio and Marangon, 2021) that sustain the global human population by providing food and other products (Brenya et al., 2022). Although the word agriculture used to denote the many ways in which crop plants (ploughing a field, planting seed, harvesting a crop) (Camanzi and Troiano, 2021) and domestic animals (milking cows, or feeding livestock) (Leo et al., 2022), it has evolved into agribusiness (Rambe and Khaola, 2021) and has become a vast and complex system (Mariyono, 2020) that subsume a very wide spectrum of activities that are integral to agriculture (Brenya et al., 2022) which includes all those who are involved in bringing food and fibre to consumers (Migliore et al., 2020). The evolution from agriculture to agribusiness has come along with numerous benefits. These include 'the release of workers for non-agricultural endeavours' (Camanzi and Troiano, 2021); 'a better quality of food and fibers' (Chatterjee et al., 2021); 'a wider range of products' (Migliore et al., 2020); 'improved nutrition' (Brenya et al., 2022); and 'increased mobility of people' (Chege and Wang, 2020). For the last 150 years, the release of agricultural labor force (Leo et al., 2022) and the creation of new, off-the-farm jobs (Chege and Wang, 2020) have been the basis for the country's economic growth and development (Malorgio and Marangon, 2021). Increased worker productivity, which in turn spurs creativity (Leo et al., 2022), new goods, and wealth (Camanzi and Troiano, 2021), has been the key to this growth and development (Malorgio and Marangon, 2021)

As new industries have evolved (Leo et al., 2022) and traditional farming operations have grown larger, improved and more specialized (Rambe and Khaola, 2021), the agribusiness system has experienced a rapid transformation (Camanzi and Troiano, 2021), but always kept production efficiency a priority (Mariyono, 2020). Furthermore, production processes (Galati et al., 2021) and attitudes (Migliore et al., 2020) are changing as the market evolves. We live in a time that consumers become increasingly agile and demanding about agricultural product quality (Migliore et al., 2020). Public concerns about the welfare of animals and the state of the natural environment (Chatterjee et al., 2021) that have been growing strongly since the 1980s, increased dramatically in the 2000s (Mariyono, 2020). The changes imposed by globalization (such as shifts in production and labor markets (Leo et al., 2022), rapid advances in technology (Chege and Wang, 2020), and climate change (Chatterjee et al., 2021)) are hard to ignore and are putting pressure on companies (Brenya et al., 2022) to improve product quality (Camanzi and Troiano, 2021) while increasing production volumes to meet the higher demands of a growing and wealthier population (Camanzi and Troiano, 2021). Companies, inescapably, have to

compete in a global environment where the competition is tough (Galati et al., 2021). The industry, however, are hopeful that improvements in technology will help them meet the world's growing demands (Chatterjee et al., 2021; Chege and Wang, 2020; Mariyono, 2020; Rambe and Khaola, 2021).

The uptake of new agricultural innovations (Leo et al., 2022) and high-tech solutions (Mariyono, 2020) have enabled important changes in 'production efficiency' (Camanzi and Troiano, 2021), 'quality improvements' (Migliore et al., 2020) and sustainability (Malorgio and Marangon, 2021). Artificial intelligence, IoT, analytics, connected sensors, and other emerging technologies (Rambe and Khaola, 2021; Mariyono, 2020), which reflect advances in agricultural technology (Chege and Wang, 2020), lower the costs of production (Mariyono, 2020) and increase profitability for farmers (Leo et al., 2022) while leading to efficient production (Camanzi and Troiano, 2021) and resource allocation (Galati et al., 2021). The use of satellite-based global positioning systems (GPS) to closely and accurately navigate the fields and monitor crop conditions (Mariyono, 2020) and computer systems to handle various aspects of the business (Rambe and Khaola, 2021) are well-known examples. These technologies improve agricultural efficiency by saving time (Mariyono, 2020), minimizing wasted resources (Chatterjee et al., 2021), and improving output (Rambe and Khaola, 2021). As the industry seeks improved and efficient (Camanzi and Troiano, 2021) methods of processing and production (Rambe and Khaola, 2021), new and improved types of machinery, such as self-driving tractors, robotic harvesters, automated pesticide sprayers, and automatic watering systems (Mariyono, 2020), have expanded the scale, speed, and productivity (Rambe and Khaola, 2021) and made agricultural activities easier for farmers (Leo et al., 2022).

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Chapter Acceptance/Selection Criteria

We invite proposal/chapter submissions in the field of Agribusiness from any perspective and with any focus that naturally fits the book theme. These may include, but are not limited to: strategy, management, marketing, consumer analysis, channel design, innovation, entrepreneurship, information technology, digital agribusiness, artificial intelligence, robotics, international/global business/collaborations, social value, ethical questions, economic/financial aspects, governmental roles, industry foci (wine, bio-agriculture etc.), all strictly in the context of "Agribusiness" of course.

The collection of selected chapters shall comprise descriptive and prescriptive research that will contribute to knowledge through solid empirical and/or conceptual scholarly scientific accounts. It shall be scientific in nature, style and standard, and shall present works utilizing varied methodologies leading to both theoretical (pure) and practicable (executive/industry) elucidations. Conceptual (theoretical) submissions are welcome, but the majority of chapters (minimum 3 out of 4) shall be empirical.

Further to the individual submission's scientific quality, focus and contribution, the selection shall be made considering the book's aim to provide a balanced presentation of works across disciplines (management, strategy, marketing, economics/finance etc.), geographic regions, market types and industries, and business field foci applications.

Review Process

The review process is quite efficient and effective, and it shall be completed, from full submission to final acceptance, within approximately 2-3 months. The process is nonetheless thorough, with the reviews being made by at least two of the editors, who have evident relevant expertise. Additional reviewers are utilised as needed, depending on the knowledge required for the specific chapter/topic submitted.

The review process itself, comprises (minimum) **three rounds**, with the first (desk review) determining the submissions' provisional suitability in terms of topic/industry/market focus, but also in terms of general scientific standard. Once the submission is desk-approved it then proceeds to a (minimum) two-round normal reviewing process by the editors and possibly other specialists.

If you are interested in submitting a chapter, please send to Prof. Antonino Galati (antonino.galati@unipa.it) a very short proposal of your planned submission, for preliminary approval, including:

- Author(s)
- Title
- Type of work (primary, conceptual, case study etc.)
- Country and industry focus
- A 200-word abstract

Important Dates & Contact Person

- *Abstract submission:* by October 2nd, 2022 to Prof. Antonino Galati (antonino.galati@unipa.it)
- *Full chapter submission:* by January 15th, 2023, earlier, if possible, please, to Prof. Antonino Galati (antonino.galati@unipa.it)
- *Review process and comments to the author*: by approx. February 22nd, 2023
- *Final revised chapter submission*: by April 23rd, 2023
- *Provisional Chapter Acceptance*: by May 7th, 2023
- *Estimated official publication*: January 2024 (subject to factors not controlled by the editors)

Please contact Prof. Antonino Galati (antonino.galati@unipa.it) regarding any additional information you may need, and please do keep the deadlines, as the publishers have quite a strict deadline of its own.

Author Guidelines / Checklist

- Chapter length: 6,000 (min.) to 7,000 (max.) words, including reference list etc.
- Chapter to be as close to the book/volume theme as possible
- An abstract of max. 125 words, single paragraph, to be provided separately
- English (UK English, for consistency) to be of high level and of appropriate scientific style; and the document must be proof-read and corrected for grammar, syntax and spelling by the authors.
- Referencing style: American Psychological Association (APA). Both in-text citations (Name, Year), and a reference list at the end of each chapter (APA style) are expected.
- Authors to highlight in yellow, within their document, 15-25 terms to be included in the book's index at the end (don't write these, just highlight them within).
- Callouts to be placed in the text: e.g. <FIGURE 6.3 ABOUT HERE>. Also, In the text, please direct readers to "see Table 1.1" (or Figure 2.3) rather than giving page numbers or using general terms such as "above" or "below."
- Images you have created in Word, Excel, or PowerPoint should be submitted in that format. JPG and TIFF images should be at least 3x5 inches or 5x3 inches at 300 dpi; send us your largest available version.
- Maximum number of illustrations per chapter: TWO, unless absolutely necessary, in which case three (including all figures, tables, diagrams etc.) – Sorry, I know this is strict, but Palgrave stipulates this.
- Try to have just a chapter title and a single level of subtitles (two levels max.)
- Please restrict the use of footnotes and endnotes as much as possible, but if you do use them we prefer endnotes.

- Use A4 size with Normal margins (1in/2.54cm) in Times New Roman 11pt, double spaced, including references.
- The work may contain or link to media, social or functional enhancements. If such enhancements are included in or linked to the Work they are an integral part of the Work and all rights, licences and obligations agreed to shall apply to such enhancements.

Author Forms & Permits

- We need the 'Consent to Publish Form' (attached) completed and submitted with your chapter
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- If your research includes interviews, then interview request forms (attached) should normally be completed by all interviewees. If this is not possible, then, in any case, the 'Terms for Interview Release Request' form needs to be completed by the authors

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