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Food and Agribusiness Management Research: Advancing the Theory and Practice

Since this is the inaugural issue of the *International Food and Agribusiness Management Review,* we feel it is appropriate for the editors and editorial board to define the scope and purpose of this publication, the types of articles that we will publish, the structure of the editorial team, and the processes and procedures by which editorial decisions will be made.

The title of the *Review* intimates its scope. We interpret the word *international* to mean we have a responsibility to publish papers that are important to a world in which markets cross borders that are more permeable than ever before. We embrace a broad and inclusive definition of *food and agribusiness*, starting with the supply of basic inputs, the production of primary agricultural products, the storage, processing, and distribution of agricultural and food products and their derivatives, and encompassing all the activities that carry food and fiber to the final consumer.

The addition of the word *management* adds a functional emphasis to the *Review's* scope. Again we choose to interpret this term broadly and use the term management to include all of the commonly accepted functional areas of business management, including financial analysis, human resource management, logistics management, information systems management, marketing management, organizational design and analysis, production and operations management, and strategic management.

Development of agribusiness management as a separate field of study has come slowly since Davis and Goldberg[1] first coined the term in their 1957 book. They recognized the increasing need for a specialized set of business management skills in the field of agriculture. Since this time many agribusiness-related programs

have been organized, including many academic departments and degree programs. This development culminated with the formation of the International Agribusiness Management Association (IAMA) in 1990. This group of industry, academic, and government leaders was organized around the common goal of making the global food and agribusiness sector more efficient, effective, responsive, and sustainable. The organization, which changed its name to the *International Food and Agribusiness Management Association* in 1996, supports the *Review* as the official journal of their association.

The purpose of the *Review* is to advance the theory and practice of management in the food and agribusiness industry through the publication of high quality, peer reviewed, scholarly work. The *Review* provides the practitioners, researchers and teachers in industry, academia, and government throughout the world with a place where they can acquire the latest research results, new ideas, new applications of knowledge, and discussions of important topics that can help them improve the efficiency and effectiveness of the worldwide food and agribusiness system.

The *Review* has three editorial categories for papers: forum, research, and case studies. *Forum* articles are opinion and thought pieces related to the management of food and agribusiness firms. Manuscripts submitted for publication in this category must clearly state the issue under consideration, the position of the author(s), the rationale behind the position, and the expertise brought by the author(s) to this issue.

Research articles report theoretical, methodological, or empirical research that focuses on the management of food and agribusiness firms. The primary purpose of this section is to report the generation of new knowledge that is of use to practitioners, researchers and teachers. Manuscripts submitted for publication as research papers must identify the problem under consideration, the relevance of the problem to food and agribusiness firm management, the possible solution to the problem, and evaluate the implications of the proposed solution to the industry.

Industry Practice articles published by the *Review* describe the application of management theory to a specific problem facing a firm or firms competing in the food and agribusiness industry. The articles in this section normally take the form of decision cases and case studies. The primary purpose of these articles is to enhance communication between researchers, practitioners, and teachers by reporting on the application of business management and current industry best practices. Manuscripts submitted for publication in the industry practice section must clearly identify the problem facing the firm(s), describe the solution strategy adopted by the firms(s), and evaluate the advantages and disadvantages associated with implementation of the management solution.

The *Review* also publishes comments on previously published articles. The papers published by the *Review* should deal with relevant issues confronting the food system, be applications oriented and written in a clean, crisp, clear style. A

preference will be given to articles that use quantitative methods as a means to accomplish their objectives, rather than as the central focus of their work.

The editorial process will be managed by the managing editor(s), associate editor(s), and the editorial advisory board. The managing editor(s) will have the ultimate responsibility for making publication decisions and coordinating the various editorial tasks. The associate editor(s) will work closely with the managing editor(s) helping in the solicitation of manuscripts and in the coordination of the review process. The editorial advisory board, which will consist of global food and agribusiness leaders from academia, government, and industry, will counsel the editors. It is the goal of the editors and the editorial advisory board to make the *International Food and Agribusiness Management Review* the principal source of the latest management information for food and agribusiness firms around the world.

—**James G. Beierlein**, Editor

—**Gregory A. Baker**
—**S. Andrew Starbird**
Associate Editors

REFERENCES

Davis, J.H. and R.A. Goldberg. 1957. *A Concept of Agribusiness.* Boston, MA: Harvard University, Graduate School of Business Administration, Division of Research.