

Economic of Agribusiness Strategies – Models, Data Analysis, and Empirical Methods

Instructor

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Course Description

Strategic Management of Agribusiness and Food Firms is an evolving discipline within the research field of theoretical and applied economics. The intent of this course is to introduce the scholars to the important strategic management concepts of agribusiness and food businesses in an international context. We want to develop a sound understanding of the economic fundamentals of strategic management in the agribusiness, considering a number of special issues for food and agribusiness firms. Scholars will be provided for an opportunity for comprehensive analysis and discussion of contemporary decisions with respect to strategy and organization in static and dynamic contexts. All options and also the limits of empirical research methods in the field of strategic management will be discussed. By completing this course students will be able to properly identify management problems, characterize their solution, and formulate practical strategies for making decisions on dynamic food economic problems in agribusiness.

Course Outline

1. Introduction

- Overview
- Theoretical foundation and models

2. Strategic decisions – theoretical and empirical concepts

- Horizontal and vertical boundaries of the firm
- Competitive strategies and strategic commitment
- Concepts of industrial analysis
- Cooperatives and vertical contractual relations

3. Empirical methods of research in strategy

- Discussion of empirical methods
- Self-typing, experiment, and simulation
- Limits of content analysis
- Relevance of case study analysis

4. Applications to industries and businesses

- Decisions on sample structure and size
- Exercises and practical solutions

Teaching methods

Lectures (50%), seminar (30%), hands-on-exercises (20%)

Grading

Written review of an assigned problem set (50 %), final in-class exam (50%).

Credit points

3

Requirements

Good knowledge in the fundamentals of microeconomics

References

- Barney, Jay B. (1991): Firm Resources and Sustained Competitive Advantage, in: JOM, Vol. 17, No. 1, pp. 99–120.
- Berg, Nicola (2006): Fallstudien als Methode betriebswirtschaftlicher Forschung, in: WiSt, Vol. 35, No. 7, pp. 362–367.
- Eisenhardt, Kathleen M. (1989): Building Theories from Case Study Research, in: AMR, Vol. 14, No. 4, pp. 532–550.
- Grant, Robert M. (2001): Contemporary Strategy Analysis. Concepts, Techniques, Applications, Blackwell Publishers, Malden, Mass.
- Krippendorff, Klaus (2003): Content Analysis. An Introduction to its Methodology, Sage, London.
- Mintzberg, Henry (1978): Patterns in Strategy Formulation, in: Management Science, Vol. 24, No. 9, pp. 934–948.
- Prahalad, Coimbatore K./ Hamel, Gary (1990): The Core Competence of the Corporation, in: HBR, Vol. 68, No. 3, pp. 79–91.
- Puspa, Jofi/ Voigt, Tim/ Kühn, Rainer (2009): Controversies in Managing Competencies: The Case of Development and Launching New Functional Food Products, in: Lindgreen, Adam/ Hingley, Martin K./ Vanhamme, Joelle (Hrsg.): Crisis of Food Brands: Sustaining Safe, Innovative and Competitive Food Supply, Gower, Farnham, pp. 155–169.

Software

MS-Office

Language

English or German (depending on participants)

Organization

The course will be organized as a one-week block module.