

## Venue

The Conference will take place at the conference centre "Hof van Wageningen" in Wageningen, in the heart of Food Valley of the Netherlands. The Conference centre includes two 3-stars hotels in the centre of Wageningen, with 218 rooms.

## Social activities

### Welcome reception

Wednesday, 23th of May, 2012

### Conference dinner

Thursday, 24th of May, 2012

### Closing reception and farewell

Friday, 25th of May, 2012

## Important dates

### 5 January 2012

Full paper submission deadline

### 20 February 2012

Notification of acceptance + feedback

### 25 March 2012

Final paper submission deadline

### 10 April 2012

Early registration deadline

### 23-25 May 2012

Conference

### International Advisory Committee

- M. Boehlje, Purdue University, USA
- K.G. Grunert, The Aarhus School of Business, Denmark
- A. Louw, University of Pretoria, South Africa
- C. Menard, University of Paris 1, France
- G. Schiefer, University of Bonn, Germany
- K. Wang, Nanjing University, China

### Program Committee

- P. van Beek, Management Studies Group, WUR
- A.J.M. Beulens, Logistics, Decision & Information Sciences, WUR
- T. Camps, Berenschot / University of Tilburg
- A. Huijsman, Wageningen International, WUR
- O. van Kooten, Horticultural Production Chains, WUR
- S. Korver, VION Food Group / University of Tilburg
- A.G.J.M. Oude Lansink, Business Economics, WUR
- J.C.M. van Trijp, Marketing and Consumer Behaviour, WUR
- B. Urlings, Animal Sciences Group, WUR / VION
- J.G.A.J. van der Vorst, Logistics, Decision & Information Sciences, WUR
- B.M.J. van der Meulen, Law and Governance Group, WUR
- M. Mulder Education and Competence Studies Group, WUR

### Organizing Team

- S.W.F. (Onno) Omta (Chair), Management Studies Group, WUR
- Domenico Dentoni, Management Studies Group, WUR
- Stefano Pascucci, Management Studies Group, WUR
- Leonie van Scherrenburg & Ina Versteeg, Management Studies Group, WUR + Track coordinators

## Correspondence

**Correspondence should be sent to the WICaNeM secretariat or the track organizers:**

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 The Netherlands  
 E-mail: wicanem@wur.nl



# 10th

## Wageningen International Conference on Chain and Network Management (WICaNeM 2012)

Wageningen, The Netherlands  
 23 - 25 May 2012

# Call for papers

# WICaNeM 2012

## Multi-stakeholder dynamics in chains and networks

The 10th Wageningen International Conference on Chain and Network Management (WICaNeM 2012) celebrates twenty years of conversations among scholars and practitioners involved in the management of chains and networks.

To celebrate its 10th anniversary, WICaNeM 2012 aims to further broaden its horizons in two directions. First, a number of managers from agribusiness companies, NGOs, government agencies and international organizations around the world will discuss the current challenges in agri-food chains and networks with scholars. Second, scholars from a range of new disciplines will be engaged in WICaNeM for the first time, as they are also facing similar problems and contributing to their solutions.

The theme of the WICaNeM 2012 is **Multi-Stakeholder Dynamics in Chains and Networks**. This theme is instrumental to broaden the horizons of WICaNeM and of its community. Today's challenges related to ethics in agri-food chains and networks require individuals and organizations to engage with multiple stakeholders at the same time. By interacting simultaneously with multiple

stakeholders, individuals and organizations can harmonize their goals, norms and perceptions, innovate and create value. WICaNeM 2012 itself aims to be a learning platform to cultivate multi-stakeholder interactions that create value to its participants.

Wageningen University cordially invites professors, applied researchers, managers, consultants, and policy makers interested in the management of chains and networks to present and discuss their most recent advances in science and business.

The benefits of participating in this unique experience are evident: being on the cutting edge of chain and network science; meeting the experts from all over the world and, last but not least, sharing experiences with old and new friends.

WICaNeM 2012 offers conference theme tracks, general theme tracks, and project-based tracks. Scholars and practitioners are also encouraged to propose new tracks around specific topics of interest and to invite their networks to attend. Tracks will run in smaller or larger formats, dependent on submissions and wider popularity.

[www.chainconference.wur.nl](http://www.chainconference.wur.nl)



The following tracks are currently being organized:

### Conference theme tracks

- Managing Wicked Problems: Multi-Stakeholder Engagements for Resource & Value Creation (Linked to IFAMR Special Issue)
- Managing Sustainability in Seafood Production and Markets
- Innovation Intermediaries, Clusters and Valleys
- Managing Cradle-to-Cradle (C2C) Systems

### General theme tracks

- Economic Institutions of the Agri-Food Sector
- Entrepreneurship and Innovation
- Marketing and Consumer Behavior
- Producer Organizations in Agri-Food Chains
- Resource Risk Management
- Medical and Health Networks
- Values, Relations and Competitiveness in Food Chains
- Accelerating the Development of the Biobased Economy
- Innovation networks in South America

### Project-based tracks

- Co-Innovation for Quality in African food chains (CoQA)
- Networking for Innovation in Food SMEs (NetGrow)
- Pork Supply Chains (Q-porkchains)

## Keynote Speakers

**Prof. Mike Cook**, University of Missouri  
**Dr. Hans Johr**, Corporate Head of Agriculture, Nestlé  
**Prof. Christopher Peterson**, Michigan State University  
**Mr. Johan Verburg**, Coordinator Private Sector at Oxfam Novib  
**Prof. Decio Zylbersztajn**, University of Sao Paulo

## Call for papers

Academic and applied researchers, participants from companies, research institutes, public offices, NGOs and consultancy are invited to submit (original) scientific or business papers. In addition one can submit proposals for a showcase panel or (agenda setting) roundtable discussion. Each proposal preferably, but not necessarily, covers themes that suit one of the specified tracks.

Potential authors must submit a full paper in English of around 10-15 pages (A4), for either a scientific paper or a business paper. An abstract of around 500 words (one page A4) can be submitted for a proposal for a panel or discussion. Alternative formats are also possible.

The website [www.chainconference.wur.nl](http://www.chainconference.wur.nl) provides more information about the expected content, format, track organizers, and links to our new online submission system. All papers will be double blind-reviewed. The material submitted must be original and must not have been published elsewhere.

The best scientific papers will participate to the "Best Paper Award" competition and may be selected for publication in the **International Journal on Chain and Network Science**, which is Scopus-listed. The authors submitting papers to the track on "Managing Wicked Problems: The Role of Governance Forms for Resource & Value Creation" have the chance of undertaking a double-blind review for publication on the **International Food and Agribusiness Management Review (IFAMR)**. Moreover a selection of the contributed and invited papers dealing with the topic of "Economic Institutions of the Agri-Food Sector" will be proposed for publication in a special issue of an applied economics journal after an external double blind review process. The **European Review of Agricultural Economics (ERA)** has been approached as an option. All accepted papers will be published in the refereed Conference proceedings, available on stick, for the registered participants at the Conference.