



# Agribusiness Innovation and Contextual Evolution, Volume I

**Strategic, Managerial and Marketing Advancements**

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## Details

Agriculture is the oldest and most traditional of economic sectors, and its business has seen major evolutionary leaps over the past century. Contemporary agribusiness is being influenced and reshaped by technological advancements, geopolitical developments, globalisation, transport and logistics innovations, as well as changes in industry structure and consumer behaviour.

Reflecting on these changes and providing a deep dive into this sector, this two-volume scientific works' collection defines, refines, analyses, and prescribes the evolution of agribusiness in the present and future. Taken together, the books offer a comprehensive conceptualisation of the multifactorial macro, micro and organisational elements of agribusiness, including strategic, managerial, marketing, technological and geo-socio-political forces.

Volume I explores the strategic, managerial and marketing aspects of contemporary agribusiness, and descriptively and prescriptively investigates the organisational and immediate industry practices and sectoral forces. Topics covered include circular business models, CSR communication practices, digital marketing, organisational sustainability and contemporary farming systems, to name a few..

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