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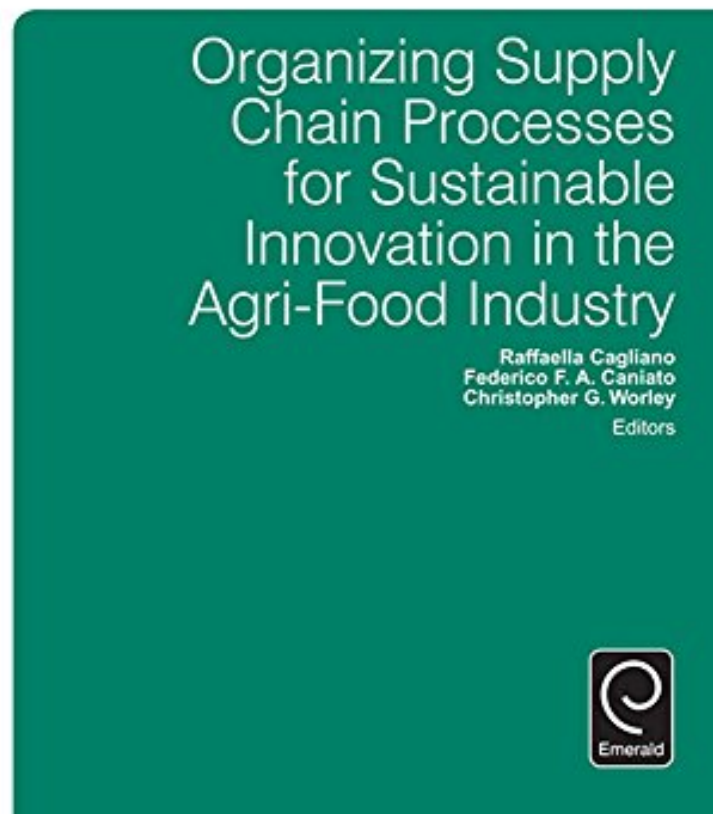
Organizing Supply Chain Processes for Sustainable Innovation in the Agri-Food Industry: 5 (Organizing for Sustainable Effectiveness)


Raffaella Cagliano


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Organizing for Sustainable Effectiveness
Volume 5



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(Organizing for Sustainable Effectiveness):

The sustainability of agri-food supply chains is particularly relevant for global sustainable development. Many existing food production systems do more harm than good. They compromise the natural rhythms of the Earth, introduce toxins, and therefore sacrifice future capability for current demands; the opposite of sustainable development norms. The existing system is also unbalanced with respect to its capacity to produce, the amount of waste it generates, the number of people who suffer from hunger, and the nutritional value it provides. Most of the current supply chains have been developed within the classic economic paradigm, where scale and leverage drive choices towards more profitable models. As a consequence, finding new ways to produce, distribute and consume food is a morale, financial, and environmental necessity. Sustainable development and triple bottom line perspectives provide the logic for questioning this paradigm. This book presents and discusses nine cases of organizational innovation in food supply chain, covering different phases of food production, facing different challenges, and proposing different solutions to the challenge of sustainable food development.

About the Author Dr. Worley is an Associate Professor of Business Strategy at Pepperdine University's School of Business and Management where he was awarded the Luckman Distinguished Teaching Fellowship. He is also President of Monique Marketing and Management, a consulting firm specializing in strategic management. Prior to Pepperdine University, Dr. Worley taught undergraduate and graduate courses at the University of San Diego, University of Southern California, and Colorado State University in strategic management, organization theory, project management, and statistics. His teaching activities are complemented by over fifteen years of management experience as Director of the MSOD Program, Director of Academic Affairs at Pepperdine University, Project Director for a National Science Foundation research grant as well as supervisory experience with PepsiCo and the U.S. Forest Service. Dr. Worley received his Ph.D. in strategic management from the University of Southern California, an M.S. in organization development from Pepperdine University, an M.S. in environmental psychology from Colorado State University, and a B.S. from Westminster College. He is a member of the Strategic Management Society, the Academy of Management, the Organization Development Network, and the Decision Sciences Institute.