

Review on Agricultural Supply Chains

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Earlier research on agriculture supply chains or agricultural food chains indicates “the chains’ complex network of multiple multifaceted firms” often collaborating in specific industrial sectors in a number of processes and activities to meet customer requirements and satisfaction (Bryceson & Smith, 2008, p. 147; Christopher, 2017, pp. 141-168). An agriculture supply chains includes all the input supply, production, intermediaries, processors, retailers, investors in national and global markets. With the relevant operations receiving supportive services from logistical, financial and technical services, which are essentially controlled by the three streams in supply chain management; information, financial and material streams to facilitate an enabling environment.

Supply chain participants can be located within or outside national borders. Even within national borders, participants and their activities can be spatially dispersed. The numerical examples emphasize that the best outcome for the supply chain, overall, might not always be achieved by each member in the supply chain determining the optimal levels of CSR based exclusively on his/her own costs and benefits. The academic focus of agriculture supply chains has been included in agriculture-related disciplines, include agricultural science, agricultural economics, and development studies as well as in business management-related disciplines such as operational management and supply chain management (Ahumada & Villalobos, 2009; Hobbs & Young, 2000; Taylor & Fearn, 2006). In the global agricultural chain, when the agricultural products are exported to other than the producers’ countries, food safety and related issues become important focal points for both consumers and producers. Agriculture supply chains increase producer and consumer awareness about corporate social responsibility. In these agriculture supply chains, actors and stakeholders interact all along the chain, from initial material producers to final consumers (Kozlenkova, Hult, Lund, Mena, & Kekec, 2015) to ensure the food safety and related issues, including corporate social responsibility

because the quality of products that are sold to customers depends not only on the process/assembly quality, but also on the quality of raw material from the processor's suppliers (Chao, Iravani, & Savaskan, 2009; Forker, Mendez, & Hershauer, 1997). Most importantly, corporate social responsibility activities should be coordinated together with different firms in the supply chain. This coordination leads to a multitude of additional positive effects and has the potential to minimize network-related risk (Johnson, 2001; Norrman & Jansson, 2004); thus enabling firms to more accurately understand the environmental impact of their supply chains (Simpson & Power, 2005). Corporate social responsibility can also potentially reduce transaction costs, risk and environmental impact in the supply chain (Cruz, 2009) in general and in agriculture supply chains in particular. In short, "the company is no more sustainable than its supply chain" (Krause, Vachon, & Klassen, 2009). Therefore, there is a need to research into corporate social responsibility in the agriculture supply chains to understand corporate social responsibility behaviors of stakeholders and actors in the chain, the internal and external factors to effectiveness of and the mechanism underlying corporate social responsibility adaptation of the actors in the agriculture supply chains. Given the assumption of a gap between corporate social responsibility thinking and corporate social responsibility doing in developing countries (Jamali & Karam, 2018) in small and medium enterprises (Jamali, LundThomsen, & Jeppesen, 2017), this project explores and analyses the effectiveness of the mechanism in Vietnamese-Swiss Joint Research Projects Page 5 assuring the adaptation of corporate social responsibility in the agriculture supply chains.

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