
TABLE OF CONTENT

LIST OF FIGURES.....	XV
LIST OF TABLES	XIX
LIST OF APPENDIXES	XXI
LIST OF ABBREVIATIONS	XXIII
1 INTRODUCTION.....	1
1.1 Problem Statement.....	1
1.2 Research Objectives	3
1.3 Structure of the Thesis	3
2 SUPPLY CHAINS AND TRADE RELATIONSHIPS	7
2.1 The Supply Chain (SC)	7
2.1.1 <i>Definitions and objectives</i>	<i>7</i>
2.1.2 <i>Classification of Supply Chain</i>	<i>9</i>
2.1.3 <i>Actors in a Supply Chain</i>	<i>10</i>
2.1.4 <i>Supply Chain Flows</i>	<i>11</i>
2.1.5 <i>Supply Chain Networks</i>	<i>12</i>
2.1.6 <i>International Supply Chain</i>	<i>13</i>
2.2 Supply Chain Management (SCM)	14
2.2.1 <i>Definitions and objectives</i>	<i>14</i>
2.2.2 <i>SCM in Agri-Food Business</i>	<i>16</i>
2.3 Trade Relationships in the SC.....	18
2.3.1 <i>Definitions and objectives</i>	<i>18</i>
2.3.2 <i>Levels of Supply Chain Relationships (SCR).....</i>	<i>19</i>
2.3.3 <i>Governance structures.....</i>	<i>22</i>
2.3.4 <i>Contractual Relationships.....</i>	<i>23</i>
2.3.4.1 <i>Short-term versus Long-term contracts.....</i>	<i>24</i>
2.3.4.2 <i>Quality signs of agri-food products</i>	<i>25</i>
2.3.5 <i>Factors affecting SCR</i>	<i>26</i>
2.4 E-commerce-enabled SCM	27
2.4.1 <i>ICT and e-business background.....</i>	<i>28</i>
2.4.2 <i>Business-to-Business (B2B) e-commerce</i>	<i>30</i>
2.4.2.1 <i>Electronic data interchange (EDI)</i>	<i>31</i>
2.4.2.2 <i>E-marketplaces.....</i>	<i>32</i>
2.4.2.3 <i>E-platforms in the agri-food sector</i>	<i>35</i>
2.4.3 <i>Benefits of e-commerce</i>	<i>39</i>
2.4.4 <i>Barriers to adoption of e-commerce</i>	<i>41</i>

3	TRUST IN INTERNATIONAL AGRI-FOOD SUPPLY NETWORKS	44
3.1	The role of trust.....	44
3.2	Trust in B2B relationships	46
3.2.1	<i>General overview.....</i>	46
3.2.2	<i>Trust in agri-food supply networks.....</i>	47
3.2.3	<i>Trust formation in B2B transactions.....</i>	49
3.2.4	<i>Trust across cultures</i>	53
3.3	Trust elements' typology.....	55
3.4	Summary	58
4	IDENTIFICATION OF THE MOST RELEVANT TRADE FLOWS WITH A FOCAL POINT ON EUROPEAN COUNTRIES	60
4.1	Description of data collection and criteria for trade flow analysis	61
4.2	Trade flows in the cereal sector	63
4.2.1	<i>General Overview of the cereal sector in the selected countries.....</i>	63
4.2.2	<i>Cross-country analysis of the most relevant trade flows in the cereal sector.....</i>	64
4.3	Trade flows in the meat sector.....	71
4.3.1	<i>General Overview of the meat sector in the selected countries.....</i>	71
4.3.2	<i>Cross-country Analysis of the most relevant trade flows in the meat sector</i>	72
4.4	Trade flows in the fruit and vegetable sector	78
4.4.1	<i>General Overview of the fruit sector in the selected countries.....</i>	78
4.4.2	<i>Cross-country analysis of the most relevant trade flows in the fruit sector</i>	79
4.4.3	<i>General Overview of the vegetable sector in the selected countries.....</i>	84
4.4.4	<i>Cross-country analysis of the most relevant trade flows in the vegetable sector</i>	85
4.5	Trade flows in the olive oil sector.....	89
4.5.1	<i>General overview of the olive oil sector in the selected countries.....</i>	89
4.5.2	<i>Cross-country analysis of the most relevant trade flows in the olive oil sector</i>	90
4.6	Summary	92
5	EXPLORATION OF TRADE RELATIONSHIPS ALONG THE MOST RELEVANT TRADE FLOWS.....	93
5.1	Exploration methodology	93
5.2	The nature of trade relationships of German agri-food enterprises	94
5.2.1	<i>Cereal sector.....</i>	95
5.2.2	<i>Meat sector.....</i>	97
5.2.3	<i>Fruit sector.....</i>	99
5.2.4	<i>Vegetables sector</i>	101
5.3	The nature of trade relationships of European and cross-border agri-food enterprises as indications.....	102
5.3.1	<i>The case of Austria</i>	102
5.3.2	<i>The case of Italy</i>	102
5.3.3	<i>The case of Slovenia</i>	103
5.3.4	<i>The case of Greece.....</i>	104

5.3.5	<i>The case of Spain</i>	105
5.3.6	<i>The case of the USA</i>	107
5.3.7	<i>The case of Brazil</i>	107
5.3.8	<i>The case of Turkey</i>	108
5.4	Summary	109
6	ASSESSMENT OF SIGNIFICANCE OF TRADITIONAL TRUST ELEMENTS IN DIFFERENT EUROPEAN AGRI-FOOD CHAINS	114
6.1	Research methodology	115
6.1.1	<i>The Analytical Hierarchy Process (AHP)</i>	115
6.1.2	<i>The Assessment</i>	117
6.1.3	<i>Selection criteria for the expert interviews</i>	119
6.2	The case of German agri-food enterprises	121
6.2.1	<i>Cereal sector</i>	121
6.2.2	<i>Meat sector</i>	125
6.2.3	<i>Fruit and vegetable sector</i>	131
6.3	The case of European and cross-border agri-food enterprises as indications ..	137
6.3.1	<i>Data collection and results in Austria</i>	137
6.3.2	<i>Data collection and results in Italy</i>	138
6.3.3	<i>Data collection and results in Slovenia</i>	139
6.3.4	<i>Data collection and results in Greece</i>	140
6.3.5	<i>Data collection and results in Spain</i>	141
6.3.6	<i>Data collection and results in USA</i>	142
6.3.7	<i>Data collection and results in Brazil</i>	142
6.3.8	<i>Data collection and results in Turkey</i>	143
6.4	Summary	144
7	APPLICATIONS OF TRADITIONAL TRUST ELEMENTS IN E-COMMERCE	146
7.1	Exemplification of methodological approach	147
7.2	General results regarding the significance of trust elements in e-commerce ..	150
7.3	The case of German agri-food enterprises	154
7.4	The case of European and cross-border agri-food enterprises as indications ..	155
7.5	Summary	164
8	CONCLUSIONS AND OUTLOOK	166
	REFERENCES	171
	APPENDIXES	192