

Bibliographic note

Bianka Kühne, Xavier Gellynck

Ghent University, Department Agricultural Economics,
Division Agri-food Marketing and Chain Management

Xavier Gellynck is professor at the Department of Agricultural Economics within the Faculty of Bio-engineering of Ghent University. Xavier Gellynck was promoted in the Applied Economic Sciences on the theme of the changing environment and competitiveness in the food industry. As head of the division of Agri-food Marketing and Chain Management he is involved in several research projects related to topics on chain and network management, innovation and relationship performance, and b-2-b marketing in the agri-food sector and with specific focus on SMEs.

Bianka Kühne: post-doctoral researcher at the Department of Agricultural Economics. She has a master in Food Science and Economics. She was promoted in the Applied Biological Sciences on the theme of innovation capacity of food chains which she conducted in the field of traditional food products. Within her PhD-work she focused on chain and innovation management and chain relationship quality in chains of traditional food manufacturers in three European countries.

Both speakers were involved in the EU FP7 project “TRUEFOOD” (2006-2009, FP6, €15,5 millions, WP leader), in which they coordinated work package 5: “Improved marketing and food supply chain organization methods for traditional food products in function of the needs of different stakeholders”.