COGNOME NOME : TWUM EDWARD KYEI

SCHEDA INFORMATIVA

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CORSO DI DOTTORATO: Imprese, Istituzioni e Comportamenti
CICLO: XXXVI
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COORDINATORE DEL DOTTORATO: Prof.ssa Rosella Tomassoni
TUTOR: Prof. Carlo Russo
SETTORE SCIENTIFICO-DISCIPLINARE: AGR / 01

TITOLO TESI: Struttura della catena del valore agroalimentare: implicazioni per l'adozione della tecnologia nei paesi in via di sviluppo. (Structure of Agri-food Value Chain: Implications for Technology Adoption in Developing Countries).

PROGETTO (sintetica descrizione max 10 righe):
It involves three variables: Buyer Power, Technology Adoption, and Export food Quality. The project focuses on the pineapple sector in Ghana, and it is premise on the claim that pineapples go through three (3) stages of rejection. 1st Stage (De-greening): Rejection by buyers can be attributed to risk shifting and/or buyer power, 2nd Stage (At Harvest) – Rejection can be attributed to risk shifting and buyer power, 3rd Stage (When packing harvested products) - Rejection can be attributed to buyer power. The adoption of technology by farmers does not guarantee the purchase of pineapples by buyers. Based on these theses, I seek to study the relationship between the three variables. In particular, buyer power will be observed through a “traditional approach” (price and quantity) and “modern approach” (e.g. take-it or leave-it principle and threats to impose cost or withdraw benefits).

PUBBLICAZIONI: