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Bottlenecks and Success Factors of Organizational Innovation in Traditional Food Supply Chains

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Abstract

In the European Union the awareness is rising to preserve cultural heritage within the different European regions. Research on the process and success of innovation has been done in a lot of areas such as product, process, market and organisational innovation. However, supply chain innovation as being part of organisational innovation is hardly studied yet. The innovation capacity of a supply chain is depending on the innovation capacity of the involved firms. Traditional food firms (TFFs) are more innovative when they are able to join, cooperate and manage interactions in supply chain activities. Consequently, this leads to an increased innovation capacity of the supply chain. However, the development and adoption of innovations through the supply chain is often hampered by lacking resources and competencies, necessary for the management of supply chain activities. This paper contributes to the research on innovation in food supply chains in general and the case of traditional food products in particular by proposing a framework to investigate bottlenecks and success factors of organizational innovation developed in traditional food supply chains.

In future research steps determinants for bottlenecks and success factors of organizational innovation through quantitative research should be investigated. The final outcome should be the development of a strategy to enhance the development and implementation of organizational innovation in traditional food supply chains to improve their performance and competitive advantage.