

Editorial Preface

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The International Journal of Food and Beverage Manufacturing and Business Models (IJFBMBM) provides a valuable forum for creative and scholarly work on agriculture and food marketing, food engineering, consumer behavior and food product development.

The main objectives of this journal are to present innovative research within the food and beverage industries, including promotional strategies, managerial practice, logistics and operations management, and economic considerations. Scholarly papers appearing in this journal should relate to one of these areas and have theoretical and/or empirical analyses, methodologies and applications. The objective of the paper by Vlachos and Georgantzis is to review literature on alternative convenience food choices. It analyses the findings from a consumer behavior and manufacturing/retailing perspective. As consumers' demand for easy prepared and healthier food products has gradually increased, so has the related research activity. This address provides a synopsis of 60 relevant peer-review publications based on online research carried out using search terms related to organic ready-to-eat meals. In the same field of consumer behavior, another study by Stanton and Salnikova aims to understand what American consumers believe is 100% pure olive oil. The study is an extension to previous work done but includes analysis of the perceptions of pomace olive oil and 100% pure olive oil. This research includes a survey of 200 consumers on a national basis. The results indicate that consumers have little understanding of olive oil in general but they specifically believe that 100% olive oil must be made only from olives and can be made from any parts of the olive fruit. A significant number of consumers believe that olive oil from pomace is 100% pure olive oil.

The main goal of the paper by Perrea et al. is to examine whether the perceived gains from purchasing Geographic Indication (GI) foods would exceed any perceived losses and shed light on the exact type of perceived values and costs that define Customer Value (CV) for GI foods. Despite doubts in relation to specific research and experience parameters of GI foods that impact on the development of a good consumer-product relationship, it is the positive perceptions about products' quality, likeability and social status that mainly formulate CV. On a different field the article by Daskalopoulou stimulates discussion about the market for corporate social responsibility (CSR) practices. This entails a shift of focus from contemporary approaches of analyzing the phenomenon that largely focus on the way in which CSR actions affect businesses and the markets. In contrast, the present paper proposes an analysis of the market for CSR actions and activities as a more integrative approach to conceptualizing the complex nature of the phenomenon. Three critical dimensions are identified as determinants of CSR market outcomes, namely the content of the demand and supply forces, the origin of the market, and the institutional terrain within which the market is developed. A tentative application of the proposed context is discussed with reference to the food sector.

Concerning the common agriculture policy, the paper by Sabbatini et al. analyses the impacts of the 2003 CAP reform on the production of Italian olive oil controlling for regional differences in olive oil production as well as for the differences between years. Italian olive oil production time series data from the Farm Accountancy Data Network for the 2000-2010 period at regional level is used to examine the effect of the 2003 Fischler reform on the production of olive oil. The most important factors affecting the production of olive oil are the area under olive groves and labour productivity. Results also show no evidence that the level of payments have an impact on the level of production.

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Constantin Zopounidis
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Editors-in-Chief
IJFBMBM

Constantin Zopounidis has been elected to the prestigious The Real Academia de Ciencias Económicas y Financieras (RACEF). He joins the ranks of Daniel Kahneman (Nobel Laureate), Romano Prodi, and Joseph E. Stiglitz (Nobel Laureate) who belong to this Institution. It is with pride and delight that we communicate that Professor Constantin Zopounidis, Editor-in-Chief of Operational Research and Editor of the renowned Handbook of Multicriteria Analysis, has been elected to the RACEF – Royal Academy of Economic and Finance Sciences of Spain. The Royal Academy of Economic and Finance Sciences of Spain was officially established in Spain, in 1958, but its roots can be traced back to the 18th century when King Ferdinand VI of Spain set up the Royal Private Board of Commerce. RACEF promotes the cooperation between researchers of the most important institutions and academies around the world, and seeks to advance the scientific knowledge and the existing decision and policy making practices in the fields of economics and finance. The members of RACEF include prestigious researchers, senior policy makers, and top executives from all over the world. Among others, the Academicians of RACEF include Valéry Giscard d'Estaing (former President of France), Romano Prodi (former President of Italy and the European Commission), José Ángel Gurría (Secretary General of OECD), as well as Nobel Prize laureates Robert Aumann, Daniel Kahneman, Finn Kydland, Eric Maskin, and Joseph Stiglitz (<https://www.racef.es/>). Also, Professor Zopounidis has been elected as Academician in the Royal Academy of Doctors (Spain, June 2014). As an Academician, Constantin was elected to the Executive Committee of the International Society on Multiple Criteria Decision Making following a vote in which 677 people participated from all over the world. This Society brings together 2200 people from 100 countries. The term of office shall be for four years from 2015 to 2019. Professor C. Zopounidis was also honored by the same Society with the Edgeworth - Pareto Award in 2013.

George Baourakis is the Director of CIHEAM-MAICh, a constituent post-graduate Institute of the International Centre of Advanced Mediterranean Agronomic Studies (CIHEAM-Paris). Since 1989, George Baourakis is the Studies and Research Coordinator of the Business Economics and Management Department of CIHEAM-MAICh. He demonstrates vast expertise in the management and coordination of research and educational projects in the EU, North America, Australia and Asia. He is an Affiliate Professor in Marketing and Supply Chain Management, at the Centre of Entrepreneurship, Nyenrode University, The Netherlands Business School. He has also been appointed Distinguished Research Fellow in Food Marketing-Management at several universities. He has published numerous papers in internationally refereed scientific journals, presented extensively at international conferences, and authored/co-authored a large number of scientific academic books and special issues which have been distributed by renowned publishing houses. Dr. Baourakis has lectured as an Invited Speaker in many internationally recognized Universities and has served as an OECD Consultant on regionalization and rural governance.