

Partnerships in Sustainable Value Chains: Perspectives of Not-for-Profit-Actors

Purpose – The study seeks to explore high-order themes concerning partnerships involving information sharing and value creation along Sustainable Agricultural Value Chain (SAVC) from the perspective of Not-for-Profit actors (NFPAs).

Design/methodology/approach – Five exploratory case studies and a literature review are used to examine the themes to partnership in SAVC. The case studies allow this fuzzy and undefined area to be clarified and existing theories to be empirically examined.

Findings – The study identifies that there are three types of themes influencing partnerships: interaction; management of information; and management of supply and demand. The case studies reveal that top management plays a pivotal role in creating and improving partnerships.

Research limitations/implications – The outcomes of the study cannot be generalized beyond the case study boundaries. The conceptual framework therefore needs to be tested in further studies involving large-scale surveys. The study considers only local value chains and, therefore, future research should consider international chains.

Practical implications – There appears to be an established connection between the level of partnership between actors in information sharing and value creation in SAVC.

Originality/value – This study contends that supply chain actors involved in information sharing and value creation need to partner rather than integrate processes. The exploratory case studies that support the development of the framework provide real-life perspectives whose insights are a valuable practical reference to similar supply chain contexts.

Keywords: information sharing, value creation, partnership, agricultural value chain, sustainability, Not-for-Profit.

Article Classification: Research paper