

Sustainable agri-food supply chains in Greece: the role of stakeholders

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ABSTRACT

The shift to sustainable operations aims at radical changes in all dimensions of human activities, such as management, production, education and consumption. Under this prism, agri-food supply chains face several challenges and provide an apt example where various categories of stakeholders meet and try to support their arguments and pursue their interests. In this paper we focus on the analysis of agri-food supply chains in Greece and examine the role of various stakeholders, which is crucial in shaping corporate social responsibility and corporate social performance. In particular, stakeholders are identified based on secondary sources and assessed with the use of the salience model, which was proposed by Mitchell, Agle and Wood (1997). This mapping will reveal potential conflicts that may occur along agri-food supply chains so as to develop proactive and rigorous interventions. Moreover, fertile ground for synergies may also arise from the perspectives of extended supply chains and integrated product development.

Keywords: corporate social performance; corporate social responsibility; mapping; salience model; sustainability