

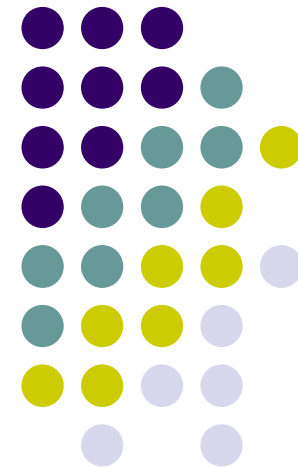


LATVIJAS
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ANNO 1919

**CURRENT ISSUES IN ECONOMIC
AND MANAGEMENT SCIENCES**
(International Conference for Doctoral Students)
November 10-12, 2011
Riga, University of Latvia



- Mag. Alexander Stelzer LL.M LL.M
 - Student Doctoral Program
 - FH Kufstein and University of Latvia





Title and subtitle

- Critical factors of supply chain management and strategies in the food industries
 - Development of a decision support system for strategic management of agricultural raw material culture
 - Management tool for Purchasing Manager decisions as result



Person

- Mag. Alexander Stelzer LL.M. LL.M.
- **Secondary education:**
 - 2010 - 2013 Ph.D. - University of Latvia
 - Doctoral study program for international management sciences
 - 2008 - 2010 LL.M. - Management Center Innsbruck
 - Master of international business and tax law
 - 2008 - 2010 LL.M. - Frankfurt School of Finance & Management
 - Master of laws
 - 1998 – 2006 Mag. rer. soc. oec. – University of Innsbruck
 - Master program for business studies



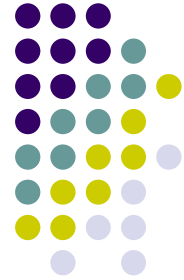
Person

- Mag. Alexander Stelzer LL.M. LL.M.
- **Work experience:**
 - 2007 - Now SPAR AG – Headquarter Wörgl
 - Head manager purchasing & merchandising
 - 2004 - 2006 Nionic Group
 - CEO
 - 2003 – 2004 Wizzical - Techcommunications & IT
 - Managing director
 - 2002 - 2003 Innvers - Marketcommunications & PR
 - Managing director
 - 2000 - 2001 P8 - Hofherr Communication
 - Marketing assistant



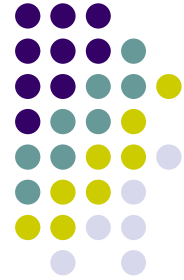
Structure of the conference paper

- Title
- Introduction
- Abstract
- Statement of the problem
- Research method
- Hypothesis
- Literature review
- Research model
- Research method
- Expected results
- Literature



Abstract

- Procurement of agricultural commodities is increasingly becoming a central theme of our daily life, because...
 - ...growth of world population
 - ...climate change
 - ...the market conditions change daily
 - Food allocation is one of the most important topics in the future of global networking



Abstract

- The focus of the dissertation is on the critical factors of supply chain management in the food industry
 - Agricultural commodities actually are been traded through agencies and marketplaces
 - ...it seems like there are no regulations
 - ...but required by various organizations
 - ...should be observed in this thesis, examined and questioned



Statement of the problem

- Every day new horror stories let us scare up...
 - ...the number of people on this earth is increasing, but on the other hand raw materials, especially food, are distributed unequally
- So we all believe...
 - ...it can not be that many countries are not available to global goods
- So some people and organisations go a further step with their allowances...
 - ...a uniform and controlled release must be created; otherwise we face a growing problem
- But what is the truth...
 - ...famous critics, such as Bjorn Lomborg, criticize these negative attitudes and campaigns



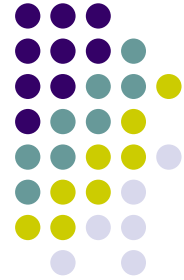
Statement of the problem

- Many questions are open now...
 - ...do we lose control over our food supply chain and is there no future for food for all to affordable and tradable prices?
 - ...do always get less people something to eat?
 - ...or is that only a horror scene, because with fear its easy to earn money...



Research Method

- In my project, these developments of food trading should be considered from the historical view and compared with current developments
- Through case studies the theme „agricultural commodities trading“ should be evaluated and restructured in this work
- By this way there should be investigated some agricultural commodities through a research model
- Main question
 - How do these current food stock function and who controls them, who are the profiteers and for which ambition?



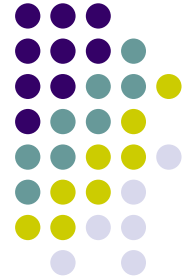
Hypothesis

- H0 = Which factors influence the food shortages
- H1 = How are the scarcity factors manipulated
- H2 = How the shortages influence the price
- H3 = How the media influence the scarcity
- H4 = How the policy influence the shortages
- H5 = How regulations influence the shortages
- H6 = By whom are the scarcity factors manipulated
- ... and some more that incur during the further search



Literature review

- The next step is to collect all kinds of opinions to obtain a general picture of the situation
- BUT BY NOW: The media circulate a ready-made image and it will be frequently published just more of the negative aspects
- BUT MY WAY WILL BE: Using detailed case studies for detailed facts about the behavior of agricultural resources
- ALSO USING: Partly technical assistance for my own model
 - PE International - GaBissoftware and Life Cycle Assessment (LCA)



Research Model

- Collection of (possible) investigated resources
 - From any point on earth
 - With different historical aspects
 - The number of resources is decided by the assessment of the effort

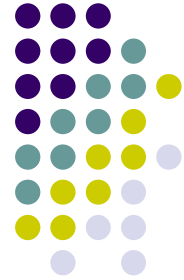
Banana

Wheat

Corn

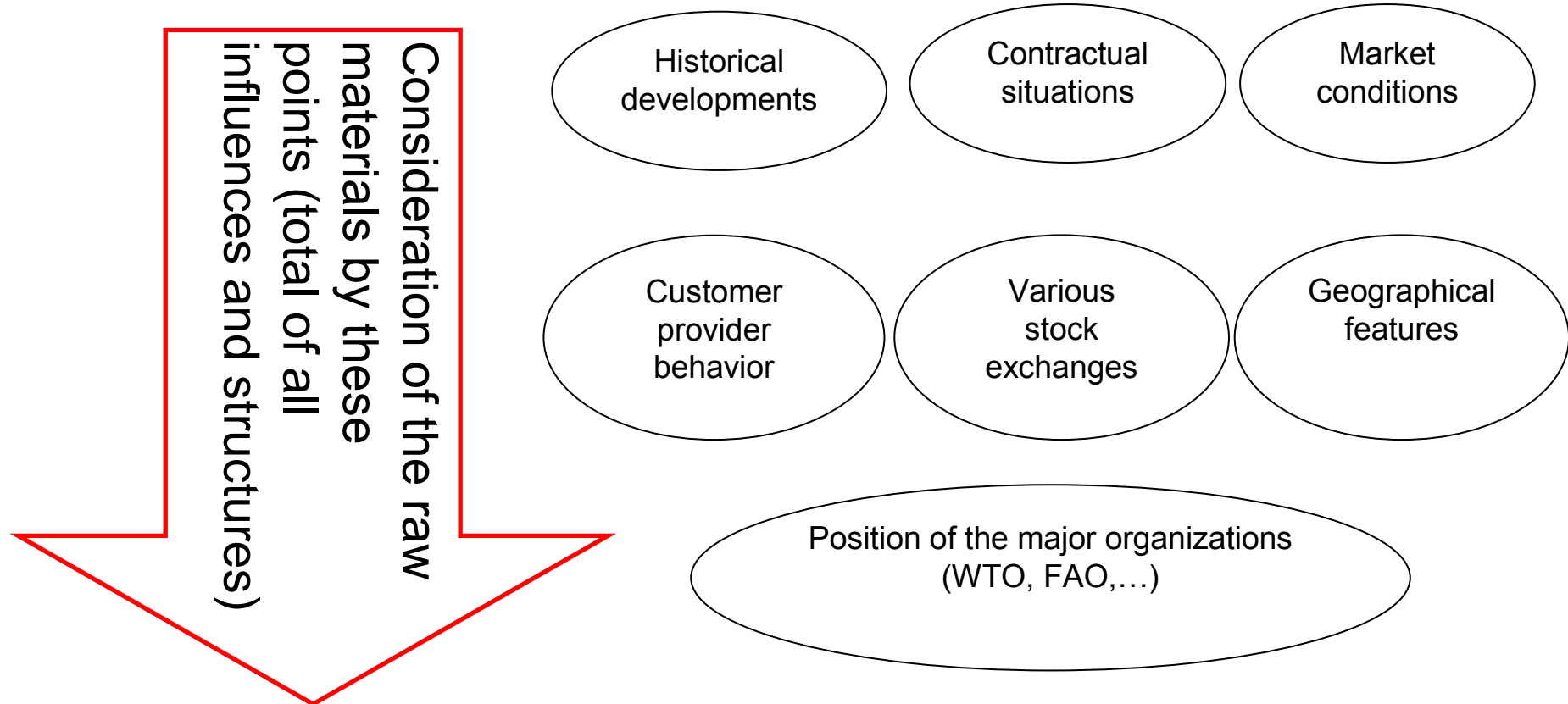
Soy

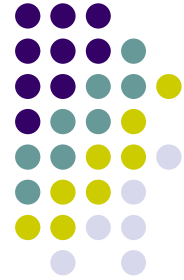
Rice



Research Model

- 1. Phase → general and elementary factors





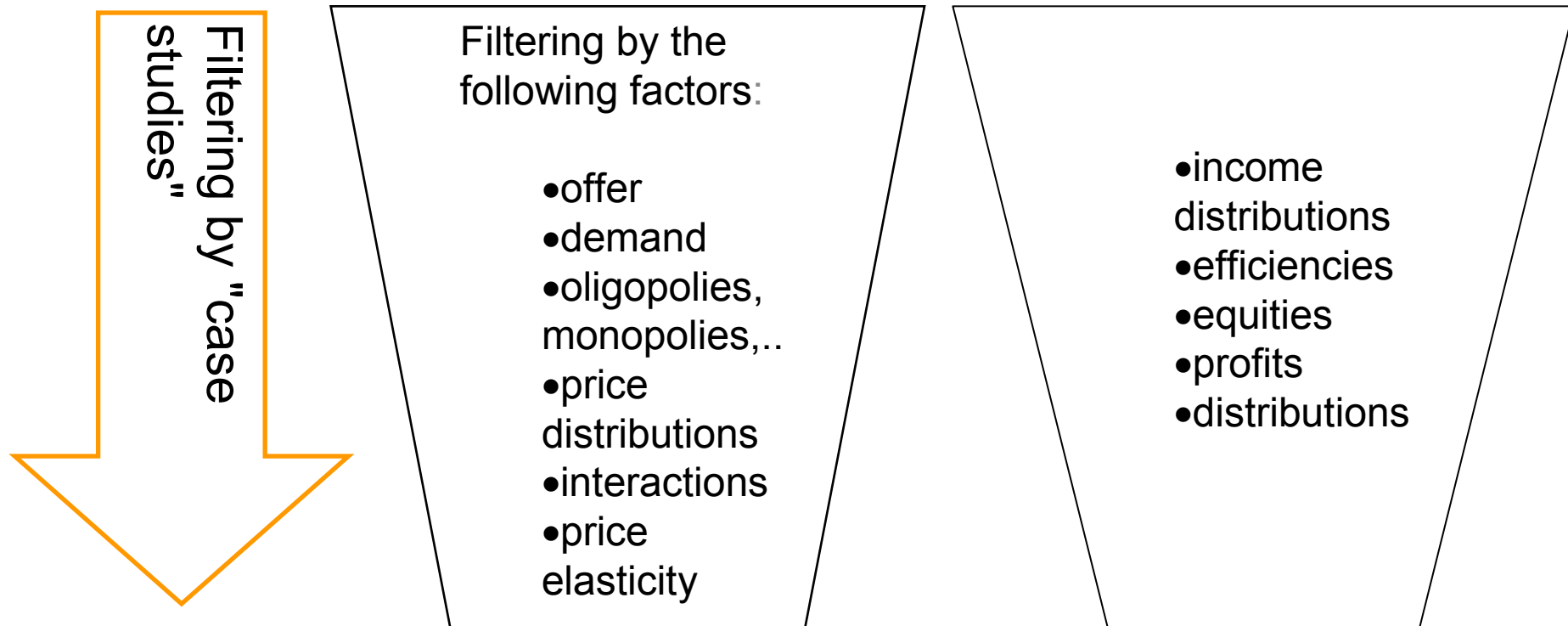
Research Model

- 1. Phase → precise examples
 - Macro factors:
 - Developing countries: Increasing demand for meat, vegetable oils, ...
 - Emerging countries: rising demand for milk, meat, ...
 - Expanding the topic eco fuels: shifting the supply conditions of individual commodities



Research Model

- 2. Phase → economic and market-based filtering





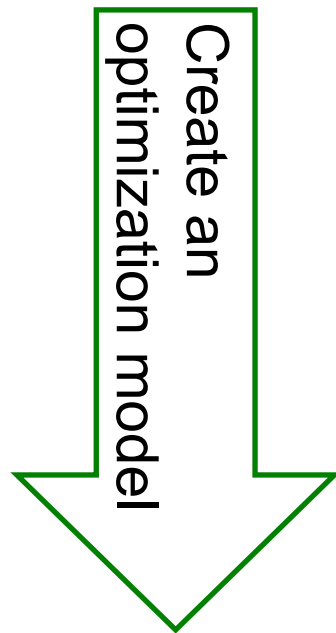
Research Model

- 2. Phase → precise examples
- Micro factors
 - Climate change and rethinking of ecological issues also leads to changes
 - Storage for stackable products: this changes the supply situations;
 - Policy, eg export tax, import bans, as Russia bans import v EU products;
 - NEW: Speculations
Speculators have good analysis and tools and know about the state of resources in assessment and therefore also on the state of shortage, but their analysis is not transparent



Research Model

- 3. Phase → optimization model



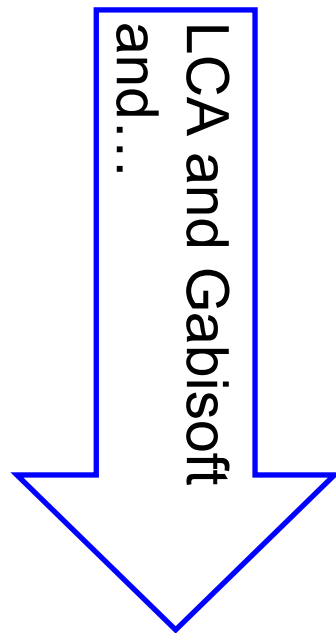
Optimization model as result...

- ...development of a decision support system for strategic management of agricultural raw material culture
- ...collect data for transparency in the situation and analysis of a commodity shortage
- ...creation of a scale for the degree of resource scarcity from 1 – 10
- ...subsequently created an management instrument for the determination of the price



Research Model

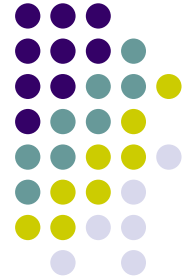
- Info on the edge: One example for technical assistance for my own model →





Expected results

- Technical results
 - In this study, all information should be collected on the basis of case studies and compared to obtain an objective picture of the situation.
 - This work is considered under the following questions: How do the food markets and the allocation of their property work?
- Personal results
 - I would like to develop myself more and more in the field of international food trade and agricultural commodities exchanges



Literature

- Books
 - Till now: 81 books
- Magazines, papers, scripts,...
 - Till now: unles numbers
- Homepages and databases
 - Till now: 19



Thank you...

...for listening and I am grateful for opinions and tips!