



International Food and Agribusiness Management Review
Volume 15, Issue B, 2012

EDITOR'S NOTE

I welcome you to our second Special Issue of 2012, “Managing Wicked Problems in Agribusiness.” A year ago, editors Domenico Dentoni (Wageningen University), Brent Ross (Michigan State University), and Otto Hospes (Wageningen University) set out to turn an exciting conference session into a comprehensive and unique body of work. They focus on a broad class of problems that modern agribusiness managers, and their firms, find most vexing. Managers face complex social, political, ethical issues involving such issues as environmental stewardship, transgenic organisms, labor justice, and animal welfare that may not have discrete solutions, often involve multiple stakeholders, can engender significant passion and media attention, and may not directly affect the bottom line. The IFAMR will publish their Special Issue in two parts, one now and a second issue in March 2013, because their vision evoked great enthusiasm from scholars in the form of a number of high quality contributions.

Obviously the topic is a great importance. I draw readers’ attention though to a secondary aspect of this Special Issue; that of the IFAMR as a vehicle of expression for editors. The IFAMR obviously strives to give author’s voice and impact by providing a platform of scholarly review and dissemination to 10,000 readers worldwide. Our citations, impact factor, 12,000 downloaded articles each month attest to the powerful role the IFAMR plays in agribusiness scholarship. But the IFAMR also serves editors with a vision and passion, such as Domenico, Brent and Otto. They are excited by an important topic, feel the area is scientifically underdeveloped, and want to push the academy to think and explore. The IFAMR stands at the ready to work with such editors to turn ideas into actuality. A Special Issue can take many forms and involve a variety of content. It depends on the editors’ needs. A Special Issue may contain short essays, case studies, interviews, industry commentary, and involve a hard copy version, a second language, multi-media, sponsorship, and advertising.

The IFAMR provides a flexible and powerful media platform. We welcome your ideas and stand at the ready to work with you to turn your ideas into the next Special Issue.

Enjoy the issue.

Peter Goldsmith, Executive Editor, IFAMR