

CHALLENGES IN INSTITUTIONS AND ORGANIZATIONS



Claude Ménard (Centre d'Economie de la Sorbonne, University of Paris) – Emeritus Professor



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SYLLABUS

OBJECTIVES:

About the course, we aim to:

- ..Introduce the most recent developments in the analysis of institutions and organizations;
- ..Provide tools to make these developments operational; substantiate the presentations with examples from several empirical studies in the field of agribusiness and network infrastructures

At the end, the students will be able to:

- ..Get a clear picture of some of the most recent research in the theory of institutions and organizations
- ..Get insights substantial enough to develop their own research (or at least identify which recent concepts and tools they could use for their ongoing research)

JUSTIFICATION

..Important developments are going on in the field of institutional analysis and organizational theory. Beside innovative concepts and extension of existing one, there is a remarkable set of recent empirical contributions, all of which open new avenues for young researchers.

TOPICS OF THE CLASS (SUMMARY OF THE CONTENT)

1. Nov. 5th - morning and afternoon (8 hours)

- **Lecture 1:** Ménard (2 hours): **Broad Picture: Layers in Institutions and Technology**

- **Lecture 2:** Martino (2 hours): Case studies: Organizing process innovation in Olive oil and in poultry sector

-BREAK

- **Lecture 3:** Ménard (2 hours): The Key role of Meso-institutions in the delivery of critical services

- **Lecture 4:** Martino (2 hours): Case studies: Analyzing meso-institutional layers in Dairy sector: Brazilian and Italian examples

2. Nov. 6th - morning (4 hours)

Plenary XIII RWIO: Challenges in institutional and organizational analysis

09:15 – 10:30 am Challenges in Institutional and Organizational Analysis

Claude Ménard (University of Paris (Pantheon-Sorbonne))

Discussant: Paulo F Azevedo (Insper)

Coffee Break

10:50 am – 12:15 pm Empirical studies in meso institutions: Canada, Italy and Brazil

Speakers: Gaetano Martino (University of Perugia), Annie Royer (Université Laval) & Paula S B Schnaider (EAESP-FGV)

Discussant: Hildo Meirelles Souza Filho (UFSCar)

3. Nov. 7th - morning (4 hours)

- **Lecture 5:** Martino (1 hour): Supplying safe foods: organizational and technological variables

- **Lecture 6:** Ménard (1 hour): Non-standard forms of organizations. Application to agri-business

Coffee Break

- **Lecture 7:** Ménard (1 hour): Contracts and Relational Contracts

- **Lecture 8:** Martino (1 hour): Case study: contractual preferences in modeling the organizational decisions in Agri-Food chains

4. Nov. 9th - afternoon (4 hours)

- **Lecture 9:** Martino (2 hours): Case study: People & Food: co-producing food, health and environmental values

- **Lecture 10:** Ménard (2 hours): Challenging issues for organizations. Unfair Trading Practices in Supply Food Chain

READINGS (Complementary):

Two recent books:

Ménard, Claude and Mary Shirley (eds). 2018. *The Research Agenda in New Institutional Economics*. Northampton (US) & Cheltenham (UK): Edward Elgar pub. DOI: 10.4337/9781788112512

Martino, Gaetano et al. (eds.). 2017. *It's a Jungle Out There: The Strange Animals of Economic Organization in Agri-food Value Chains*. Wageningen (NL): Wageningen Academic Publishers.

Finding our way in the jungle: insights from organization theory". In: G. Martino, K. Karantininis, S. Pascucci, L. Dries and J.-M. Codron (eds). (2017) *It's a jungle out there! The strange animals of economic organization in agri-food value chains*. Wageningen (NL): Wageningen Academic Publishers: chap. 1, pp. 27-50. https://doi.org/10.3920/978-90-8686-844-5_1

(Claude Ménard, Paula Schnaider and Sylvia Saes) 2018. "Heterogeneity of Plural Forms: A Revised Transaction Cost Approach." *Managerial and Decision Economics*. 39: 652-663 <https://doi.org/10.1002/mde.2935>

(Claude Ménard, Sylvia Saes, V. Lara, E. Raynaud) 2014 *Economia das organizações. Formas Plurais e Desafios*. Sao Paulo: Atlas. Available on line at: www.atlas.com.br

(with R. Nunes and Vivian Lara) 2014. "Introdução à Teoria das Organizações." In Menard et al. (eds) *Economia das Organizações*, chap. 1: 3-32 Available on line at: www.atlas.com.br

"Hybrid Modes of Organization. Alliances, Joint Ventures, Networks, and Other 'Strange' Animals". In R. Gibbons and J. Roberts, 2013. *The Handbook of Organizational Economics*, Princeton: Princeton University Press. Chapter 26: 1066-1108. <https://hal.archives-ouvertes.fr/hal-01315470>

(Claude Ménard, P. Vavra) 2008 *Role, Usage and Motivations of Contracts in Agriculture*. OECD, 34 pages

Papers

(All papers indicated below will be available on the website of the seminar)

.. **Lecture 1:** Ménard, C. (2014) : "Embedding Organizational Arrangements: Towards a General Model." *Journal of Institutional Economics*. 10 (4): 567-589. <https://dx.doi.org/10.1017/S1744137414000228>

.. **Lecture 2:**

Martino, G., & Polinori, P. (2011). Networks and organisational learning: evidence from broiler production. *British Food Journal*, 113(7), 871-885. <https://doi.org/10.1108/BFJ-12-2016-0585>

Martino, G., Rossetti, E., Marchini, A., & Frascarelli, A. (2017). Process innovation in milling stage in olive oil sector: Evidence from an empirical analysis in Umbria (Italy). *British Food Journal*, 119(8), 1748-1765. <https://doi.org/10.1108/00070701111148405>

Materia, V. C., Pascucci, S., & Dries, L. (2017). Are In-House and Outsourcing Innovation Strategies Correlated? Evidence from the European Agri-Food Sector. *Journal of Agricultural Economics*, 68(1), 249-268.

Karantininis, K., Sauer, J., & Furtan, W. H. (2010). Innovation and integration in the agri-food industry. *Food Policy*, 35(2), 112-120.

.. **Lecture 3:** Ménard, C. (2017). "Meso-institutions: The variety of Regulatory Arrangements in the Water Sector." *Utilities Policy*, 49: 6-19. <https://doi.org/10.1016/j.jup.2017.05.001>

.. **Lecture 4 :** Magalhães de Oliveira G., Saes M.S., Martino G., (2018), Effects of meso-institutions on institutional voids and economic performance: Evidence from Brazilian cow milk industry, *Working Paper*

Martino G., Ventura F., Frascarelli A., Chiodini G., (2018) Decision and property rights patterns in organizing Italian dairy sector: case studies evidence for the new EU market regulation, *Working Paper*

Rouviere, E., & Royer, A. (2017). Public Private Partnerships in food industries: A road to success?. *Food Policy*, 69, 135-144.

..**Lecture 5** : Trienekens, J. and Zuurbier, P., (2008), "Quality and safety standards in the food industry, developments and challenges", *International Journal of Production Economics*, Vol. 113, No. 1, pp. 107-122. <https://doi.org/10.1016/j.ijpe.2007.02.050>

Raynaud, E., Sauvée, L., & Valceschini, E. (2009). Aligning branding strategies and governance of vertical transactions in agri-food chains. *Industrial and Corporate Change*, Volume 18, Issue 5, 1 October 2009, Pages 835–868, <https://doi.org/10.1093/icc/dtp026>

Martino G., Toccaceli D., Bavorová M., (2018), An analysis of food safety private investments drivers in the Italian meat sector, *Agricultural Economics Czech* (forthcoming)

..**Lecture 6** : Ménard, C. (2018). « Organization and governance in the agri-food sector: How can we capture their variety? » *Agribusiness: An International Journal*. 34: 141–160. <https://doi.org/10.1002/agr.21539>

..**Lecture 7** : Royer, A., Ménard, C., Gouin, D. (2016) Reassessing Marketing Boards as Hybrid Arrangements: Evidence from Canadian Experiences." *Agricultural Economics*, 47 (1): 105-116 <http://dx.doi.org/10.1111/agec.12213>

..**Lecture 8** : Abebe, G. K., Bijman, J., Kemp, R., Omta, O., & Tsegaye, A. (2013). Contract farming configuration: Smallholders' preferences for contract design attributes. *Food Policy*, 40, 14-24.

..**Lecture 9** : Martino, G., Giacchè, G., & Rossetti, E. (2016). Organizing the co-production of health and environmental values in food production: the constitutional processes in the relationships between Italian solidarity purchasing groups and farmers. *Sustainability*, 8(4), 316.

..**Lecture 10**: Fałkowski, J., C. Ménard, R.J. Sexton, J. Swinnen and S. Vandevælde (Authors), Marcantonio, F. Di and P. Ciaian (Editors) (2017), Unfair trading practices in the food supply chain: A literature review on methodologies, impacts and regulatory aspects, European Commission, Joint Research Centre. <https://doi.org/10.2760/800>

** Only Chapter 6 – Pages 67 - 87

EVALUATION:

The course grades will be computed using a term paper (theoretical essay) about the theoretical discussions made in class.

Theoretical essay

Structure: 3000 – 5000 words (excluding Tables, References, etc. etc.), 1.5 times single spacing.

Deadline: December 21, 2018

OBSERVATIONS:

Class organization (e.g., seminars, lecture, etc.)

..Lectures/seminar, with interactive discussions with participants.