

The Chancellor of Ghent University has the honour of inviting you to attend the public defense of the doctoral dissertation of

**ing. Esther Van Parys**

Title of the doctoral dissertation:

***Strategic marketing research for responsible innovation in shorter food supply chains***

The public defense will take place on 28 November 2024 at 17:00 in room A0.1 Azalea at Campus Coupure, Coupure Links 653, 9000 Ghent.

There will be a contiguous reception to which you are heartily invited.  
Please confirm your attendance before November 21 to: [esther.vanparys@ugent.be](mailto:esther.vanparys@ugent.be)

**Dissertation supervisors**

**Prof. dr. ir. Joachim Schouten**  
Faculty of Bioscience  
Engineering,  
Ghent University

**Prof. dr. Hans De Steur**  
Faculty of Bioscience  
Engineering,  
Ghent University

**Prof. dr. Xavier Gellynck**  
Faculty of Bioscience  
Engineering,  
Ghent University

**Board of examiners**

**Prof. dr. ir. Mia Eeckhout**  
Chairman  
Faculty of Bioscience  
Engineering,  
Ghent University, Belgium

**Prof. dr. Christine Yung Hung**  
Secretary  
Faculty of Bioscience  
Engineering,  
Ghent University, Belgium

**Prof. dr. Anneleen Van Kerckhove**  
Faculty of Business Administration,  
Ghent University, Belgium

**Dr. Djamel Rahmani**  
Centre de Recerca en Economia i  
Desenvolupament Agroalimentari  
(CREDA), Spain

**Dr. Carla Mingolla**  
Landbouw en Maatschappij  
Instituut voor Landbouw, Visserij en  
Voedingsonderzoek (ILVO), Belgium

**Abstract of the doctoral research**

To meet the growing demand for food sustainably, it is essential to strike a balance between agricultural productivity and production diversity. The conventional efficiency-driven approach to food production has distanced consumers from producers, leading to information asymmetry in the value chain. In response, alternative food networks like short food supply chains have emerged, aiming to redesign food systems. This dissertation introduces the concept of shorter food supply chains, advocating for a more collaborative approach to add value to local and regional food systems while addressing issues from both short and conventional food supply chains.

This research deepens the understanding of responsible scaling for innovation in shorter food supply chains, leveraging strategic marketing insights to effectively identify the priorities of diverse stakeholders. The dissertation is structured into two main parts: PART A addresses innovation from the supply side by developing tools and frameworks for value chain actors, while PART B explores consumer behaviour and preferences for innovations in online grocery shopping that could support the scaling of shorter food supply chains.

**Brief Curriculum Vitae**

Esther Van Parys is a doctoral researcher in the Agri-food Marketing and Chain Management research group, Department of Agricultural Economics at Ghent University, Belgium. She obtained her master's degree in Bioscience Engineering Technology: Food Industry at the Faculty of Bioscience Engineering, Ghent University. Her current research focuses on stakeholder engagement and consumer behaviour in shorter food supply chains.

During her doctoral studies, Esther was involved in several European projects: the Horizon2020 project FAIRCHAIN, the Horizon 2020 project Cropdiva and the MSCA-SE project FoodMAPP. She is (co-)author of several peer-reviewed articles and has presented her research at international scientific conferences.