

The Center for Organization Research & Design Lecture Series Presents:

Carlos Jacobo and Sergio Ochoa

Wednesday, October 19, 2016

UCENT 480a

Downtown Phoenix campus

11:00-12:00 pm

SUSTAINABILITY AND VALUE CHAIN: THE CASE OF BEEF INDUSTRY IN MEXICO

Abstract

Beef industry is one of the most important economic activities around the world, especially in Mexico. This industry generates not only companies and employments, but also contributes with people nutrition. The main objective of this presentation is to analyze the beef value chain in Mexico, where it had been identified the governance style and the sustainable implications that must be considered in the interaction of different companies that are included in the value chain. It had been recognized four main levels: *a) Pre-production, b) Production, c) Commerce and, d) Delivery. Furthermore, it had been analyzed the market structure of value chain and the governance style, which it was captive.*

