



**Harper Adams  
University**



**University of  
Reading**

# **Programme of the 7<sup>th</sup> Symposium on Agri-Tech Economics for Sustainable Futures**

28 – 29<sup>th</sup> September 2024, Reading, United Kingdom

**Harper Adams Business School**

**Harper Adams University**

**University of Reading**



**Global Institute  
for Agri-Tech  
Economics**

Harper Adams University



<https://www.harper-adams.ac.uk/research/giate/>

# Symposium Organisation

## Symposium Organising Committee

### **Dr Dimitrios Paparas (Chair)**

Reader in Economics  
Harper Adams University,  
Harper Business School,  
Newport, Shropshire United Kingdom

### **Professor Karl Behrendt (Chair)**

Elizabeth Creak Chair in Agri-Tech  
Economic Modelling  
Director GIATE  
Harper Adams University, Harper Business  
School, Newport, Shropshire, United  
Kingdom

### **Dr Yiorgos Gadanakis (Chair)**

Associate Professor in Agricultural  
Business Management  
Agri-Food Economics and Social Sciences  
Research Division Lead  
University of Reading, United Kingdom

### **Nigel Hill**

Associate Head of Department,  
Farm Business Management and Senior  
Lecturer  
Harper Adams University, Harper Business  
School, Newport, Shropshire, United  
Kingdom

## Scientific Committee

Karl Behrendt, Harper Adams University,  
UK  
James Lowenberg-DeBoer, Harper Adams  
University, UK  
Dimitrios Paparas, Harper Adams  
University, UK  
Anne Mumbi, Harper Adams University,  
UK  
Jorge Campos Gonzalez, University of  
Reading, UK  
Alice Mauchline, University of Reading, UK  
Nadja El-Benni, Agroscope, Switzerland  
Andreas Meyer-Aurich, ATB, Germany  
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Greece  
Ourania Tremma, University College  
Dublin, Ireland  
Daniel May, Harper Adams University, UK  
Hairong Mu, Harper Adams University, UK  
Dimitrios Iakovidis, Harper Adams  
University, UK  
Eleni Sardianou, Harokopeio University,  
Greece  
Paul Thomassin, McGill University, Canada  
Bikramaditya Ghosh, Symbiosis Institute of  
Business Management, Symbiosis  
International Deemed University, India

## GIATE Advisory Group

Paul Thomassin, McGill University, Canada  
Nadja El-Benni, Agroscope, Switzerland  
Yelto Zimmer, *agri benchmark* Thuenin  
Institute, Germany  
Andreas Meyer-Aurich, ATB, Germany  
A K M Abdullah Al Amin, Bangladesh  
Agricultural University, Bangladesh  
Andreas Gabriel, LfL, Germany

## Symposium Supporters



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INTERNATIONAL NETWORK FOR  
ECONOMIC RESEARCH



International Society of Precision Agriculture

## GIATE Research Collaborators



# Symposium Program

*All times are for the United Kingdom (BST / UTC+1)*

*All sessions will take place in the University of Reading*

## Opening Session

**09:00 to 10:50 Saturday 28<sup>th</sup> September 2024**

|  |   |
|--|---|
| <i>Session Chair: Dimitrios Paparas &amp; Karl Behrendt (Harper Adams University), Yiorgos Gadanakis (University of Reading)</i> |   |
| <i>Dimitrios Paparas, Karl Behrendt, Yiorgos Gadanakis</i>   | Welcome - Chairs of Symposium   |
| Rebecca Payne (Head of Harper Business School, HAU)  | Welcome and Harper Adams University directions, Thank you and FLAM strategy   |
| Prof. Janet Dwyer, University of Gloucestershire   | Keynote: Challenges, opportunities and resilience: towards an agenda for Agri tech economics.   |
| Dr. Shampa Roy-Mukherjee, University of East London  | Keynote: The Agenda for Change in Business Education to Address the Key Dimensions of Sustainability: Society, Environment and Economy. |

## Session 2: Effective research strategies and policy

*Centre for Effective Innovation in Agriculture*

**11:10 to 13:10 Saturday 28<sup>th</sup> September 2024**

|   |   |
|---|---|
| <i>Session Chair: Kate Pressland (Centre for Effective Innovation in Agriculture)</i> |   |
| Phil Bicknell, The UK Agri-Tech Centre  | Keynote: Accelerating innovation in the agricultural sector: challenges and opportunities   |
| Andreas Gabriel   | Public Perception of Biodiversity Landscape Elements and Autonomous Technologies in Small-Scale Production Systems                      |
| Kassa T.Erekalo   | Consumers' willing to pay a premium for climate-friendly food: Effect of Climate-smart technologies and dynamic social norm information |
| Elias Maritan   | Drivers and barriers of digitalisation. Adoption to enable agroecology  |
| David Rose (Online)   | Practising responsible research and innovation in trans-disciplinary teams: the 'Cultured Meat: Opportunity or Threat?' project         |

### Session 3: Economics and Adoption of Precision Agriculture

*International Society of Precision Agriculture Economics Community*

**14:10 to 17.00 Saturday 28<sup>th</sup> September 2024 (Hybrid)**

|   |  |
|---|--|
| <i>Session Chair: In-Person Chair: Prof Jess Lowenberg-DeBoer, On-line Chair: Dr Marius Michels</i> |  |
| Dr. Steven Wolf, Cornell University (Online)  | Keynote: What Does Agritech Entrepreneurship and Venture Capital Offer for Sustainability Transitions?               |
| Tara Wade (Online)  | Willingness to pay for pest management information: A case study of specialty crop growers in the United States.     |
| A. K. M. Abdullah Al-Amin (Online)  | Economics of labour saving agri-tech for smallholder farms: The case of Bangladesh                                   |
| Xiaofei Li (Online)   | All for One and One for All: A Simulation Assessment of the Economic Value of Large-Scale On-Farm Experiment Network |
| Jorge Campos-González   | How fast is Agriculture 4.0 advancing in the UK? An analysis using employment routine intensity                      |
| Nihar Ranjan Jena   | Impact of Agricultural Technology on Crops Diversification among the Farmers of Odisha, India                        |

|                                      |               |
|--------------------------------------|---------------|
| Crop and environment Laboratory-Tour | 17:00 - 18.30 |
| Refreshment break                    | 18:30 - 19.00 |
| Symposium Dinner                     | 19:00 - 22:00 |

## Session 4: Sustainability

*School of Sustainable Food and Farming*

**09:00 to 11:00 Sunday 29<sup>th</sup> September 2024**

|  |  |
|--|--|
| <i>Session Chair: Prof. Karl Behrendt, Harper Adams University</i> |  |
| Prof. Simon Pearson,<br>University of Lincoln (Online)             | Keynote: Adoption of robotics and AI in the agri-food system   |
| Yaw Sarfo  | How do English farmers respond to Brexit agricultural policy change?   |
| Luís de Aguiar   | What Farmers Think About Lab-Grown Meat in the UK: across sectional study  |
| Maria Aina   | SME Agri-Businesses Barriers to Sustainability: A West Midlands Perspective  |
| Iona Huang   | Understanding sustainable value of regenerative livestock farming and on-farm community engagement - a case study of Fordhall Farm |
| Pamela Theofanous(Online)  | Agricultural productivity measurement incorporating environmental and non-market indicators: A systematic review                   |

## Session 5: Sustainable Futures

*International Network for Economic Research*

**11:20 to 13:10 Sunday 29<sup>th</sup> September 2024**

|   |  |
|---|--|
| <i>Session Chair: Dr Dimitrios Paparas (INFER Board Member and Harper Adams University)</i> |  |
| Prof. Dimitrios S. Paraforos  | Keynote: Innovate and Democratise: A Pathway to Increased Adoption of Agricultural Technology? |
| Konstantinos P. Tsagarakis  | Food and Crop Management on LinkedIn: A Topic Analysis   |
| Ioannis Kostakis  | Tourism and Air Quality: Balancing Growth with Environmental Sustainability                    |
| Itua Omokhomion   | Sustainable Practices and Rural Land Values: Valuation Consideration.                          |
| Bikramaditya Ghosh  | Sustainable intensification of Rice cultivation in India                                       |
| Liudmyla Fihurska (Online)  | Animal feed production in the context of global food security                                  |

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## Session 6: School of Agriculture policy and development- University of Reading Session

**14:10 to 16:30 Sunday 29<sup>th</sup> September 2024**

|   |  |
|---|--|
| <i>Session Chair: Yiorgis Gadanakis (University of Reading)</i> |  |
| Dr. Vera Eory, Scotland's Rural College                         | Keynote: Greenhouse gases and agriculture: are we afraid of the real solutions?  |
| Anne Mumbi  | Grass derived food ingredients: Consumer Insights and Environmental Assessments from the Pasture to Plate Project                    |
| Xavier Galiègue   | Biochar and circular agricultural systems: an application to Viticulture production system   |
| Dukhabandhu Sahoo   | Mapping the intellectual structure and trends in subjective well-being and climate change in agriculture: A biblio-thematic analysis |
| Deniz Uztürk (Online)   | Investigating the Relationship Between Digital Twins and Circular Economy in Indoor Vertical farming: A linguistic QFD Approach      |
| Anandita Ghosh (Online)   | Ensuring Sustainable Food Consumption in India: A Study on the Buying Behaviour  |
| Dimitrios Pappas, Karl Behrendt, Yiorgos Gadanakis              | Closing Remarks  |



**Harper Adams  
University**

# **8<sup>th</sup> Symposium on Agri-Tech Economics for Sustainable Futures**

**TBC 2025**

Harper Adams University, Harper Adams Business  
School, Newport, United Kingdom.

<https://www.agritechecon.co.uk/>



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