

AGRIBUSINESS MANAGEMENT

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 **Routledge**
Taylor & Francis Group
LONDON AND NEW YORK



Elite Publishing House

First published 2025
by Routledge
4 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

and by Routledge
605 Third Avenue, New York, NY 10017

Routledge is an imprint of the Taylor & Francis Group, an informa business

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British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

Print edition not for sale in South Asia (India, Sri Lanka, Nepal, Bangladesh, Pakistan or Bhutan)

ISBN: 9781032789859 (hbk)

ISBN: 9781032789866 (pbk)

ISBN: 9781003490111 (ebk)

DOI: 10.4324/9781003490111

Typeset in Adobe Caslon Pro
by Elite Publishing House, Delhi



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Preface

Welcome to the world of Agribusiness Management—a dynamic and ever-evolving field that lies at the intersection of agriculture, business, and technology. This book serves as a comprehensive guide to understanding the intricacies and challenges of managing agribusiness enterprises in the modern era.

The agricultural sector plays a pivotal role in feeding and sustaining the growing global population. With the increasing demand for food, fiber, and bioenergy, the agribusiness industry has witnessed significant transformations in recent years. Rapid technological advancements, changing consumer preferences, environmental concerns, and complex market dynamics have presented both opportunities and obstacles for agribusiness managers.

As we navigate this complex landscape, it becomes crucial for agribusiness professionals, students, and enthusiasts to develop a profound understanding of the key principles, strategies, and best practices that drive successful agribusiness operations. This book aims to equip you with the knowledge, insights, and tools necessary to excel in the field of agribusiness management.

Drawing upon the expertise of industry professionals, academic researchers, and experienced practitioners, this book covers a wide range of topics, encompassing the fundamentals of agribusiness management as well as the latest trends and emerging issues. From agricultural production and supply chain management to marketing, finance, and sustainability, each chapter provides a comprehensive exploration of its respective subject area.

Furthermore, this book delves into the unique challenges faced by agribusiness managers, such as resource management, risk mitigation, regulatory compliance, and the integration of technology. Through real-world case studies, practical examples, and thought-provoking exercises, we aim to bridge the gap between theory and practice, enabling you to apply your knowledge in diverse agribusiness contexts.

Whether you are a student seeking a career in agribusiness, an entrepreneur running an agricultural venture, or an industry professional looking to enhance your managerial skills, this book is designed to be your trusted companion. Its

multidisciplinary approach ensures that it caters to the needs of individuals with varying backgrounds, blending concepts from agriculture, economics, finance, marketing, and management.

We are delighted to present this comprehensive resource to you, and we hope it serves as a valuable reference throughout your journey in agribusiness management. We encourage you to dive in, explore the chapters, engage in critical thinking, and embrace the innovative spirit that defines the agribusiness industry.

Remember, the world of agribusiness is dynamic, and success lies in the ability to adapt, innovate, and anticipate the changing needs of the global food system. We wish you a fruitful and rewarding learning experience as you embark on this exciting exploration of agribusiness management.

Editors

About the Editors

Dr. Srishti Thakur, currently working as an AP in Department of Agriculture, IIAST, Integral University, Lucknow, U.P. She completed her Ph.D. in Agribusiness Management from SHUATS, Naini, Prayagraj with SRF through ICAR. She has published two books, seven research papers and some abstracts in reputed journals.

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