Digital transformation reshapes agriculture in developed and emerging economies alike. By offering new tools for establishing sustainable food value chains, it has the potential to create a competitive agro-food economy all over Eurasia. While technical progress is quick, prerequisites for a successful digital transformation are to create supportive regulatory frameworks, infrastructure, human capital, and to gain consumers’ and producers’ trust.

One first step is to better understand farmers’ requirements for particular innovations, institutional support, and physical infrastructure. Important aspects therein are farmers’ individual decision-making patterns and risk perception, as well as their trust into the reliability of an innovation, the political and economic institutions, and data security.

Further, better insight into the benefits of digitalization and their distribution between producers, consumers, and the agri-business are needed. Issues are the quantification of economic profitability of specific digital innovations for producers, but also the benefits for consumers in terms of product information, food safety and traceability, or the impact of e-commerce on food marketing and consumers’ food choices.

For discussing these issues, we invite both quantitative and qualitative contributions from economics, sociology, geography, and related disciplines. The country focus is on emerging economies from Europe, Former Soviet Union, Far and Middle East, including comparative studies across the region. As IAMO Forum 2020 aims at connecting business, politics, civil society and research, we welcome practitioners to share their experience with the research community and in turn benefit from ongoing research.

More detailed information about IAMO Forum 2020 and a call for papers and organized sessions will soon be available at www.iamo.de.

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