

ECOM Coffee Group: The Hybrid Plant Decision

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Abstract

A team of students, with faculty supervision, analyze the agribusiness chain of a major global coffee exporter and make recommendations regarding the strategy for introducing hybrid plants for the renovation of coffee growers' plantations. Based on the student analysis, a case study is developed and subsequently discussed among the faculty, the student research team, and the case protagonists, opening new informing pathways and overcoming grower resistance to the change

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