

عنوان مقاله:

The Study of marketing situation and value chain of agricultural products in South Khorasan province

محل انتشار:

چهارمین کنفرانس ملی در مدیریت، حسابداری و اقتصاد با تاکید بر بازاریابی منطقه ای و جهانی (سال: 1398)

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خلاصه مقاله:

This paper describes the position of marketing agricultural products and also explains the various aspects of the value chain in the agricultural commodity market. For the purposes of this study, The paper is divided into four parts, part one describes the value chain concept, part two explains agricultural commodity value chain in South Khorasan Province of Iran, part three describes the challenges in the agricultural commodity value chain, and the last part shows marketing chain of agricultural commodity in South Khorasan Province of Iran.

کلمات کلیدی:

Value Chain, Agricultural Products, South Khorasan Province

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