Preface

Tzong-Ru Lee

Department of Marketing,
National Chung Hsing University,
7F, No. 145, Xingda Rd., South Dist., Taichung City 402, Taiwan
Email: trlee@dragon.nchu.edu.tw

Biographical notes: Tzong-Ru (Jiun-Shen) Lee received his PhD from the Texas A&M University in 1994. Currently, he is a Full Professor of Marketing Department at the National Chung Hsing University. His current research interests include block chain, internet marketing and e-commerce, non-profit marketing, industrial marketing, corporate strategy, competitive dynamics, product and brand management, technology and innovation, and supply chain management. He served as the Chairman of IAIC conferences from 2016 to 2020, Editor-of-Chief for *IJAITG*, Associate Editor and editorial board member for many international journals. Till now, there are 225 major research journals published by him.

International Journal of Agriculture Innovation, Technology and Globalisation (*IJAITG*) is a new journal that promotes the dynamic exchange of ideas among leading researchers who share their agricultural research and disseminate innovation in education, business, community, environment and government. *IJAITG* is proactively and aggressively engaging in utilising the technology in combination with a business mode to facilitate the agriculture innovation in line with community entrepreneurship, which further helps accelerate the agriculture innovation in addition to industrial upgrading. The objectives of *IJAITG* are to highlight agricultural innovation and technology discovery. It explores the relationships between agricultural innovation and technology for sustainable agriculture. The globalisation dimension is emphasised to overcome cultural and national barriers and to meet the needs of accelerating technological and ecological change and changes in the global agriculture. The content includes industry note, original papers, review papers, technical reports and case studies. The special issue is devoted to important topics in agriculture innovation and agriculture technology management which will occasionally be published. For the readership, the journal audience are the ones who have interest and focus on researching in agricultural innovation and application, such as researchers, associations of agriculture, universities, organisations, companies, and students who are interested in agricultural innovation. *IJAITG* includes but not limited to the following subjects:

- block chain in agriculture

- biotechnology

- application in agriculture

- organic farming

- sustainable agriculture

- big data application in agriculture
- branding for agriculture products
- production innovation
- community entrepreneurship
- argo and rural tourism
- marketing management
- business model innovation
- supply chain management
- e-marketing and e-commerce
- globalisation agriculture.

The industry note aims to provide new knowledge for people in understanding a specific industry or product that attracts interested investors to invest in this industry. This time, we would introduce *industry note of plant factory in Taiwan*.

There are 134 organisations involved in plant factory with artificial light (PFAL) business in Taiwan in 2018. In 2012, just six years ago, there are 61 organisations. The rapid development of internet of things (IoT) technology has made PFAL equipped with more intelligence. However, without proper business model, it is still highly possible for a cash-trap if not considered thoughtfully.

For the conclusion, the PFAL is booming in Taiwan. Without financial and policy support from the government, private companies are involved in this new industry with great interest. PFAL will co-exist with organic agriculture and traditional agriculture. With no doubt, PFAL can also play key role in urban agriculture, in smart intelligent city.

The issue of *IJAITG* consists of six invited papers, from reputable international researchers. It serves as a sample for the future *IJAITG* issue in terms of quality and standard.

The first paper in this issue is 'To determine the key success factor for paperware packaging machinery industry by using AHP-based approach', authored by Liu et al. In this research, analytical hierarchy process (AHP)-based approach was used to determine the key success factors from management hierarchy on production, marketing, human resources, research and development, and finance. Sixteen key success factors selected on the basis of previous literature that research find brand marketing the establishment of the administration teams, standardised production, procedure management, factory-aimed designed production mix, and localised sales service system, inventory management, and accounts receivable are some of the six key success factors that are central to Taiwan paperware machinery industry. The researchers hope that this finding can assist relevant practitioners in Taiwan to achieve business success.

The second paper in this issue is 'Additive aggregate function-based data privacy protection algorithm', co-authored by Chen and Lee. This paper proposes that data privacy is a key problem in the research and application of IoT. Wireless sensor networks have broad application prospects, such as agriculture environmental monitoring, healthcare, etc. In this paper, a new type of data privacy protection strategy based on the additive aggregation function is proposed (hereafter referred to as DPPA). The simulation

results show that DPPA can effectively protect data privacy and get accurate data fusion results while reducing the amount of data traffic.

The third paper in this issue is 'Adoption of some cocoa production technologies by cocoa farmers in Kogi State, Nigeria'. The study examined the coca production technologies adopted by cocoa farmers in Kogi State, Nigeria. The data used for the study were collected from 134 cocoa farmers through the use of structured questionnaire. The study revealed that production technologies adopted by cocoa farmers includes planting hybrid cocoa varieties, weed control, control of black pod, etc. In conclusion, farmers should strive to improve more on these technologies.

The fourth paper in this issue is 'Uplifting Thailand's agriculture through agricultural education: a paradigm shift for future farmers', co-authored by Visetnoi and Sirisoponsilp. The paper mentioned that Thailand was one of the largest agricultural commodities exporters in the world but Thai farmers are still facing a problem of poverty and low productivity. The root of the problem is believed to be the lack of holistic development approach and effective integrated management of agri-food chain of farmers. Therefore, this article reviews the issue of the country's agricultural education in the past as well as a new model of agricultural education introduced to undergraduate students that combined the integrated knowledge from upstream to downstream of agricultural value chain with incorporation of social engagement learning into the program and curriculum.

The fifth paper in this issue is 'Coffee bean supply chain strategy: the case of trading institution and profit margin for pioneer coffee commodities in Indonesia', co-authored by Yuntia et al. This paper present the problem that is to propose a marketing channel strategy in the coffee bean supply chain by considering the position of farmers in the context of increasing profit margins. The research phase consists of observing supply chain practices and formulating mathematical models to calculate profit margins. There are two types of channel that have been practiced for a long time. The results show that the best channel is the second one.

The sixth paper in this issue is 'Analysis of the growth of regional productivity in Pearl River Delta and Yangtze River Delta in Mainland China', co-authored by Lin et al. The purpose of every ongoing reform and execution of plan is to boost productivity and Pearl River Delta (PRD) and Yangtze River Delta (YRD) have benefit a lot. This study aims at 25 cities which are at least municipalities in PRD and YRD from 1996 to 2010, applying metafrontier model to consider the differences among regions. The result indicates that there exists difference in productivity in PRD and YRD.