

Aggregation and Innovative Governance of Livestock Products Industry: A Case Study of Young Farmer ⁽¹⁾

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Abstract

This research mainly explores the reasons for industrial aggregation based on the case of [阿] young farmer, to analyze the three aspects of value creation, service-led logic and network management, and codes the mode of industrial aggregation and innovative governance from the interview transcripts. Findings show that innovative governance and effective network management through the value-sharing ecosystem provides an efficient planning concept and method, takes consideration of the interdependence between industries and establishes an unwritten institutional framework for the establishment of industries. The alliance can be established under the synergy to promote common interests, effectively improve economic benefits and co-create values. With regards to future policy, it is suggested that the government technical counseling should focus on regional farmland clusters or cultivate through agricultural industry groups intensely, thereby to evenly equally distribute values through innovative network management and meet the ultimate goal of equal wealth in agriculture.

Key words: Industry cluster, Service-dominant logic, Network management.

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