

IJAM

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IJAM

THE

INTERNATIONAL JOURNAL

OF

AGRICULTURAL MANAGEMENT



Replacing the International
Journal of Farm Management

What is IJAM?

- ◆ IJAM will be a joint publication by the International Farm Management Association (IFMA) and the Institute of Agricultural Management (IAgrM).
- ◆ It will be an “online” Journal published quarterly (4x p.a.) with a print version published once a year.

Current situation:

- ✦ IFMA publishes its journal online on the ifmaonline.org website with 2 editions per annum. Access is open (free) to all comers to the website.
- ✦ I AgrM publishes its JFM quarterly as a printed Journal which is posted to its members in the UK and to paying subscriber organisations in the UK and across Europe.

Historically

- ✦ The **JIFM** was first published as a paperback journal in 1985. Posted to subscribers only, and was infrequently published until 1999.

The online version started in 2005.
Authors and readership world wide.

- ✦ The **JFM** was first published in 1967 and has been a paperback version in various forms published regularly since then.

Authors and readership in UK / Europe

The need for a new Journal:

- ✦ IFMA needs to secure the long term future of its Journal – currently published totally by volunteers.
- ✦ I AgrM needs to cut the costs of its Journal AND it needs to modernise (go online) - while still meeting the needs of its Members.
- ✦ Both Journals need more authors and a wider readership to continue successfully.

How IJAM came about

- ◆ IFMA and IAgM have had long term close relations – the first IFMA Congress was organised by IAgM's predecessor – the Farm Management Association in 1971
- ◆ Discussions on the possible merger of the two journals have been ongoing for well over 2 years.
- ◆ All “sticking points” (mainly around access, publication format and cost) have now been overcome.

What will IJAM be?

- ✦ An online Journal – prepared professionally and published on a specialist journal website by Publishing Technology on the Ingenta Connect website.
- ✦ Available online to all Members of IFMA and IAgRM as part of membership – also to paying subscriber organisations and individuals.
- ✦ Each Edition of the Journal will be exclusively for Members only for one year from publication – but will then be available free on open access to all who are interested.

Journal Contents:

- ◆ Papers based on original research, submitted for peer review (up to 6000 words)
- ◆ Reviews of 'state of the art' research in relevant arenas, again subject to peer review (up to 6000 words)
- ◆ Reviews of 'state of the art' in agricultural or related practice (up to 5000 words)
- ◆ 'Viewpoint' articles taking a particular standpoint on current issues, and encouraging response from readers (up to 1500 words)
- ◆ Professional updating pieces (e.g. in rural policy, market trends, managerial practice) (up to 3000 words)
- ◆ Book reviews (up to 1000 words)

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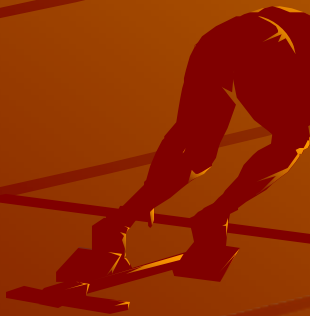
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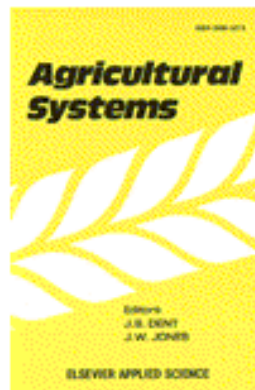
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The role of communication and co-operation in the adoption of precision farming

Authors: Kutter, T.¹; Tiemann, S.²; Siebert, R.²; Fountas, S.²

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Abstract:

Research on Precision Farming (PF) relates the adoption of PF primarily to economic incentives as well as farm attributes, whereas social factors are commonly ignored. Therefore, the present study analyses the importance of farmers' communication and co-operation strategies in the adoption of PF and their relation to farm attributes. Forty-nine qualitative interviews with stakeholders from the agricultural sector were conducted. The survey was based in Germany where most interviews took place and reflected with findings from the Czech Republic, Denmark and Greece. It is revealed that farms differ in their communication strategies depending on farm size. Joint investment in PF was only reported from some regions. It can be assumed that agricultural contractors will be major driving forces behind the adoption of PF over the next 10 years, especially in areas with smaller-sized farms. Agricultural data processing by service providers is seen as a common issue. Concerns regarding potential data misuse, over-regulation and software compatibility were raised.

Keywords: [Technology assessment](#); [Contractors](#); [Innovation](#); [Interviews](#)

Document Type: Research article

DOI: 10.1007/s11119-009-9150-0

Objectives

- ◆ To survey and report agricultural business management in its widest sense, including the application of existing and innovative methodologies to the analysis of production, marketing and agricultural merchandising throughout the whole supply chain, and the diverse use of agricultural resources to support and supplement rural household income and the rural economy.
- ◆ To encourage the transfer of agricultural management principles across geographical, cultural, social and national boundaries, to the benefit of rural populations in both poor and rich economies.
- ◆ To report developing pressures on agricultural and rural resources around the world; the challenges arising from those pressures; and the consequent opportunities for managers of land-based industries.

For academic writers:

- ◆ offers a fast turn-round from submission to publication;
- ◆ guarantee an influential audience (combining the readerships of JIFM and JFM, as well as attracting new subscribers), with a particular interest to applied researchers;
- ◆ provide an attractive vehicle to early-career researchers who are daunted by the competition to publish in high-impact journals.
- ◆ give an excellent opportunity for publication in an English-language publication, in a field that is under-represented in many parts of the world.

For professionals such as consultants and advisers:

- ✦ A major incentive will be the opportunity to reach a wide audience and to highlight (indirectly) their own services or that of their employer.
- ✦ Those involved in research and rural development projects will find the Journal valuable in meeting their dissemination requirements. In some cases, it will be possible to reprint articles originally written for house magazines or conferences.

Editorial appointments:

- ◆ In the first instance *IJAM* will be run by an editorial team comprising Martyn Warren (University of Plymouth, UK; current Editor of the Journal of Farm Management) as Editor, with John Gardner (Massey University, NZ; current Editor of the Journal of International Farm Management) and Carl Atkin (Independent consultant, UK; current member of IAgM Council and Journal Committee) as Deputy Editors.

What happens next?

- ◆ Both IFMA & JFM will probably publish one more edition before the new Journal goes live.
- ◆ All being well the new Journal will be available from mid-2011 (it will be announced in Newsletters)
- ◆ Passwords etc. will be issued in time
- ◆ Both Journal's recent back number editions will be available on the new website

What part can you play?

- ◆ **First and foremost** – publicise the existence of the new journal
- ◆ Tell fellow colleagues and associates
- ◆ Submit articles yourselves – and it is not just for the academics!!
- ◆ Persuade your University Library or Corporation to take out a subscription.
- ◆ Consider responding to the call for members to join the Editorial Board (in your envelope)

I J A M

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