The Influence of Industry Structure on Performance. Edition No. 1

Description:
This research focused on structure and performance of the Israeli citrus industry, resulting in an exceptional theoretical and empirical study of industry competitiveness at various stages of the marketing channel. Until 1991, a state trading enterprise was the sole seller of Israeli citrus fruit. The liberalization of the citrus sector caused a drastic change in industry structure with far-reaching consequences for conduct and performance. Yael developed a novel oligopsonistic model of the industry, demonstrating the existence of a non-cooperative equilibrium, where citrus exporters offer growers consignment contracts in order to conceal price information and mitigate price competition. In addition, she developed a structural econometric model to investigate the competitiveness of Israeli citrus exports to European markets. Empirical results support the hypothesis of competitive export markets. Yet, the analysis of the market for export services indicates that a high concentration in the export sector, together with imperfect information of growers with regard to prices, enabled noncompetitive behavior of exporters.

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