

The role of market pressure on nature-driven agility and sustainable food production

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Abstract

To keep up with the market demand for food products, firms develop agility, that is a pivotal capability needed to address also sustainability issues. However, there is little evidence on the composite relationship between agility and sustainable food production. Our study aims to unpack the complex relationships between firms' agility and sustainable production in the context of the agri-food industry. We find the nature-driven agility, a novel type of agility that emerged in the agri-food context and related to all the sectors that deal with natural resources. Nature-driven agility directly and positively influences sustainable food production. Besides, our study also reveals that the impact of nature-driven agility on sustainable food production is influenced by the moderating effects of market pressure. Findings are synthesized in the Agile-Sustainable-Food model and propositions.

Keywords: *Agility; sustainable food production; market pressure*

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