

The role of digital data in the agri-food product development process

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Abstract

This paper provides a theoretical framework for how agri-food firms utilise digital data for product development. This article explores digital data exploitation behaviours and displays how these conducts vary according to the data sources used by the companies when trying to develop their products. The authors adopt an exploratory multiple-case study to develop new theoretical and empirical insights. Finally, this paper provides guidelines that help agri-food firms recognise how agri-food firms might take advantage of digital transformation and digital data acquiring competitiveness by improving production efficiency and supporting the development of their products.

Keywords: *Digital Data, Digital Transformation, Food Processing.*