

## **MORENO FRAU, KESZEY TAMARA: Agri-food firms' attitude toward digital data exploitation in the product development**

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### **Abstract**

This paper explores digital data exploitation behaviours and shows how these conducts change according to the data sources used by agri-food firms when developing their products. We adopt an exploratory multiple-case study to provide a theoretical framework for agri-food firms utilising digital data for product development. Our findings show two prominent firms' behaviours that we labelled data explorers and data receivers and a third behaviour which is a combination of the main ones. Lastly, this article offers guidelines to support agri-food firms to distinguish how such firms may benefit from the digital transformation by gaining competitiveness by improving production efficiency and supporting the development of their products.

*Keywords: digital data, digital transformation, food processing, product development*

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**A teljes tanulmány a Marketing & Menedzsment c. folyóirat különszámában olvasható, mely a konferencia alkalmából jelent meg.**

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