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Sustainable Aquaculture for a Secure Future

Title: On the Power Structure of Aquatic Product Supply Chain in China

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Abstract: It is helpful to keep the stability of aquatic product supply chain and promote higher development of fishery economy to research power structure of aquatic product supply chain. This paper analyzes the power structure of aquatic product supply chain via the behavior theory in marketing discipline, cased study by Beijing and Guangdong province. The result shows the main reasons for lower operational performance in aquatic product supply chain are rather unbalance cost and benefit of power structure across the supply chain.

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