

Table of Contents

International Journal of Food and Beverage Manufacturing and Business Models

Volume 1 • Issue 2 • July-December-2016 • ISSN: 2379-7509 • eISSN: 2379-7495

An official publication of the Information Resources Management Association

Research Articles

- 1 **Consumers' Potentials to Adopt a Healthy Eating Lifestyle**
Eftimia Tsakiridou, Aristotle University of Thessaloniki, Thessaloniki, Greece
Elisavet Tsiamparli, Aristotle University of Thessaloniki, Thessaloniki, Greece
Konstadinos Mattas, Aristotle University of Thessaloniki, Thessaloniki, Greece
- 15 **Processed Food Trade of Greece with EU and Non-EU Countries: An Empirical Analysis**
Pascal L. Ghazalian, Department of Economics, University of Lethbridge, Lethbridge, Canada
- 31 **Price Transmission along the European Food Supply Chain in Selected Northern-Southern Countries**
Wael Chouayet, Business Economics and Management Department, Mediterranean Agronomic Institute of Chania (CIHEAM-MAICh), Chania, Greece
Anthony Rezitis, Department of Economics and Management, University of Helsinki, Helsinki, Finland
- 49 **Decision of Suppliers and Consumers of Credence Good in Quality Food Markets**
Manoj Kumar, International Engineering Services, New Delhi, India
- 63 **Business Management Models of Microfinance Institutions (MFIs) in Africa: A Study into Their Enabling Environments**
Nadya Pashkova, Marketing and Consumer Behaviour Group, Wageningen University, Wageningen, The Netherlands
Andres Trujillo-Barrera, Marketing and Consumer Behaviour Group, Wageningen University, Wageningen, The Netherlands
George Apostolakis, Centre for Entrepreneurship, Governance and Stewardship, Nyenrode Business University, Breukelen, The Netherlands
Gert Van Dijk, Social Venturing Economics and Impact Investment at TIAS, Tilburg University, Tilburg, The Netherlands
Periklis D. Drakos, Department of Economics, University of Crete, Heraklion, Greece
George Baourakis, Mediterranean Agronomic Institute of Chania (CIHEAM-MAICh), Chania, Greece and Nyenrode Business University, Breukelen, The Netherlands

COPYRIGHT

The **International Journal of Food and Beverage Manufacturing and Business Models (IJFBMBM)** (ISSN 2379-7509; eISSN 2379-7495), Copyright © 2016 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Food and Beverage Manufacturing and Business Models* is indexed or listed in the following: Cabell's Directories; Google Scholar; Ulrich's Periodicals Directory