

# Erna van Duren Research Profile Video

## Descriptive Transcript

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### Summary

Erna van Duren discusses her research on the University of Guelph's Johnston Green next to the portico. The video starts with a title slide featuring the College of Business and Economics logo, the title of the video series "Research with Impact" and information about Erna van Duren, Research Program Director, Product Development & Enhancement through Value Chains, OMAFRA – U of G Partnership.

### Transcript

I'm Erna van Duren, I'm a professor in the School of Hospitality, Food, and Tourism Management, at the College of Business and Economics at the University of Guelph. My current research which is part of a New Directions grant deals with creating capabilities and collaboration in the Ontario food industry and the project has a number of dimensions, one of the dimensions was to develop capability to compete. Part of it is understanding how businesses respond to policy whether that be proactive in terms of how they choose to influence the policy process or maybe a little more reactive in terms of how they deal with it through their strategies. The primary application of my research is to approve the public policy process. Whether that would be through the kind of input that's required for business whether it's from the kind of input that's required from special interest groups or whether that's through the types of methods and approaches that are used by those who craft public policy. I'm very interested in the problems that industries, organizations and people in those industries face and then working with those stakeholders to find solutions and what I found over my twenty-five-year career is that when you work with real problems you get really interesting research and sometimes you get some very interesting theoretical breakthroughs.