

# k-SCAS: Framework for a Knowledge-Driven Specialty Coffee Agribusiness System

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**Introduction:** The agribusiness system for specialty coffees (SCAS) is complex and involves players from different sectors, depending on numerous areas of knowledge which tends to be field-specific (Goldberg, 2018; Megido et al., 2019), and rarely shared among different sectors. Knowledge representation contributes to the generation of value (Pacheco et al., 2011). As a way of obtaining the best quality of the final product, a knowledge-driven conceptual framework representing the SCAS, and a proposal for its application through the development of SCAS Agent *Proto-Personas* are presented.

**Materials/Methods:** Systematic literature searches; international survey with 369 agents and consumers of SCAS in 41 countries to identify essential knowledge necessary to obtain the maximum quality of the coffee. The SCAS conceptual framework knowledge-driven was developed using *Design Science Research Method*, which was verified by eight domain experts from different areas of SCAS.

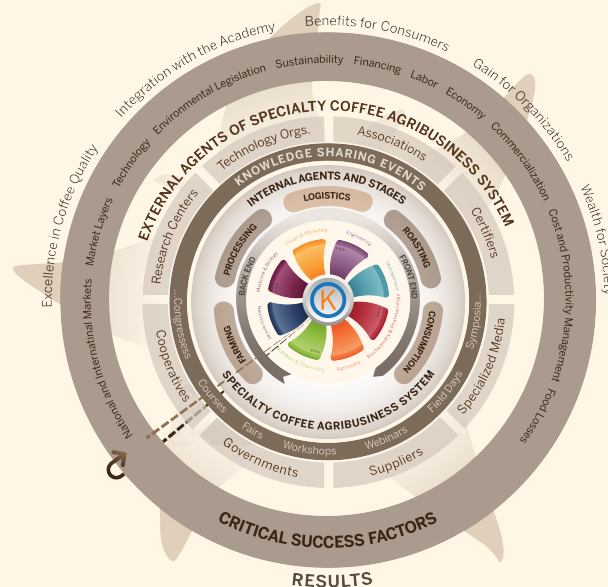


Figure 1: k-SCAS Framework

**Results/Discussion:** The k-SCAS Framework is structured on seven levels: 1) Knowledge Core; 2) Internal SCAS Agents and Stages; 3) Knowledge Sharing Events; 4) External Agents of SCAS; 5) Critical Success Factors; 6) Traceability and 7) Results, presented through Excellence in Coffee Quality, Integration with the Academy, Benefits for Consumers, Gains for Organizations and Wealth for Society.



PhD. Thesis  
 Portuguese



**Conclusion/Perspectives:** The k-SCAS Framework contributes to science in a unique way, visually representing the relevance of the integration of previously field-specific knowledge in the agribusiness sector of specialty coffees, showing the importance of integrating agents and stages of this system.

**References:** (1) Goldberg, R. A. (2018). *Food Citizenship: Food System Advocates in an Era of Distrust*. In O. U. Press (Ed.). (2) Megido, J. L. T., Zanini, M., & Megido, V. F. (2019). *Design Innovation como fórmula para empreender no complexo Agroindustrial*. In T. International (Ed.), (pp. 54). (3) Pacheco, R. C. S., Freire, P. d. S., & Tosta, K. C. B. T. (2011). *Experiência multi e interdisciplinar do Programa de Pós-Graduação em Engenharia e Gestão do Conhecimento da UFSC. Interdisciplinaridade para o desenvolvimento da ciência, inovação e tecnologia*, 1, 566-606.