



Advances in Horticultural Economics, Policy, Business Management and Marketing

Guest Editor:

Dr. Li-Chun Huang

Department of Bio-Industry
Communication and
Development, National Taiwan
University, Taipei 10617, Taiwan

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Message from the Guest Editor

Horticulture is a science that combines production, marketing, business management, and social security. It contributes to multiple functions for people, including providing food for people to fight hunger, beautifying people's living environment, and creating employment for people, which is important for the security of human society. However, there are severe crises related to the development of horticulture. For example, climate change has limited the amount of natural resources available for production and made production capacity more unpredictable for growers. Furthermore, the occurrence of COVID-19 brings additional crises to the horticulture industry, including the decrease in consumer demand, the shortage of labor, and the breakage of the supply chain. All those impose a negative chain effect on the horticultural industry.

The present SI aims to gather outstanding cross-disciplinary research focusing on the development and/or innovation of economics, policy, business management and marketing in the contemporary horticulture industry in order to provide extremely valuable information to industry participants to strengthen their authority to face the crises.





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Editor-in-Chief

Prof. Dr. Luigi De Bellis

Department of Biological and Environmental Sciences and Technologies, Università del Salento, Centro Ecotekne, via Provinciale Lecce Monteroni, 73100 Lecce, Italy

Message from the Editor-in-Chief

Horticultural plants and their products provide sustenance, health, and beauty. A confluence of factors is putting increasing pressure on horticultural production to evolve, and innovative research is addressing these challenges. *Horticulturae* provides a venue to communicate research results in a rapid manner with open access, allowing everyone the opportunity to stay abreast of leading research addressing horticulture. I invite you to consider publishing the results of your research in this high quality, peer-reviewed journal.

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Horticulturae Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
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horticulturae@mdpi.com
X@Horticul_MDPI