

# **HABILITATION THESIS**

**Marketing strategies regarding the possibilities of  
development and streamlining of agricultural  
production units and agritourism units**

**Field: Engineering and management in agriculture and rural  
development**

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## A. SUMMARY

The habilitation thesis shows a part of the scientific research which resulted from the research carried out after the completion of the doctoral training, including, in a concise and relevant manner, over 100 articles published in ISI or BDI indexed journals, recognized nationally and internationally or presented and included in the proceedings of international scientific conferences.

In parallel with the didactic activity, I have continuously conducted research, which has resulted in the development and submission of research grants, participation in research teams of national grants and research contracts with businesses units in Romania. The scientific research activity was carried out within the teaching staff of the Department of Economic Sciences and Humanities, Department of Agroecology today, along with doctoral and postdoctoral students and other experts in the field of economics, management and marketing of agriculture.

The research was the result of intense interdisciplinary activities, done together. This scientific approach followed several scientific directions:

- **research on marketing and management of integrated development of agricultural production units (crop and livestock) in the central area of Moldova;**
- **research on developing, optimizing and implementing strategic marketing in agricultural units;**
- **research on distribution and promotion of agricultural and food products;**
- **research on environmental management implementation in agricultural units;**
- **research on optimizing and promoting rural tourism and agrotourism.**

The first part of the habilitation thesis presents a series of relevant contributions, which have been classified in five ways, that are presented in summary below:

1) *implementing marketing and management of integrated development of certain agricultural production units in the central area of Moldova*

The studies were conducted in specialized units, vertically integrated, with a technical dimension in accordance with the existing production capacity and market requirements.

2) *research on development, streamlining and implementation of strategic marketing in the agricultural units*

The research focused on the analysis and design of the main economic indicators characterizing the economic efficiency of agricultural production branches and sub-branches (cereals growing, cattle breeding, fruit, wine, etc.).

For optimizing agricultural production, an economical and mathematical model was developed for dimensioning holdings (structure on species and varieties, average yields per hectare, costs – prices ratio, demand - supply, breakeven), with the objective function of ensuring consumers' demand in the studied area with agricultural products and availability for domestic and foreign markets, in terms of economic efficiency.

### *3) research on distribution and promotion of agricultural and food products*

Choosing a distribution strategy will be based on the analysis and the influence of certain factors, among which we mention:

- the link between product nature and distribution method;
- the link between customer types and forms of sale;
- technological factors;
- legal factors.

**The criteria underlying the option for a specific distribution strategy** covers: *selectivity of intermediaries, degree (power) of coverage for a given territory; distribution conditions and their control by the manufacturer; flexibility and convertibility of the distribution, according to the manufacturer's policy and the mix of products, competence of the intermediaries; choosing functions; distribution of margins between the producer and each intermediary; compatibility with other forms of distribution.*

I mention that, among these factors, the **expected performance** plays an essential role.

Promotion of agricultural and food products is based on an original combination of the following components: **information, advertising and public relations.**

**The promoting methods of agricultural and food products** used by European Union countries are traditional, the largest share being: *sales support - brochures, booklets, catalogs, etc.; advertising items; participation in national and international fairs and exhibitions, symposiums etc.; mailing; mass-media; publications, radio, TV, etc., plus the banking networks, traditional products areas, etc.*

*4) implementing and continuously improving of environmental management system in agricultural units.*

Agro-environment measures are different, but, in general, it can be said that every measure must meet at least one of the two general objectives:

- a) reducing the environmental risks associated with modern agriculture;*
- b) preserving nature and cultivated land;*

Implementing clean technologies through continuous application of an integrated preventive environmental strategy aimed at improving efficiency and reducing the risk on both human health and environment.

*5) research on optimizing and promoting rural tourism and agrotourism*

The second part of the habilitation thesis presents the development prospects of research and teaching activities.

Future scientific research will be directed towards the following areas:

- agricultural marketing strategies;*
- market and product quality;*
- distribution and exploitation of agricultural and food products;*
- promoting agricultural and food products;*
- integrated development of agricultural production.*

Regarding the relevance and originality of the conducted research, I can say that the design of management - marketing strategies is a relatively new field in scientific research, with outstanding international scientific results.

The research has an original character by considering the integrated **economy-management-marketing** system and the expected results will be innovative, through positive consequences over the direct and immediate applicability.

The scientific approach will be based on concepts and methodologies from economics, social, environmental, technological and ecology sciences. The approach will be exploratory, within the above mentioned sciences, with an applied finality, situated, at the same time, both in the disciplines level and, also, interdisciplinary.

Future research will be directed towards the acquisition of new scientific knowledge and to the formulation and verification of new management-marketing strategies.

At the same time, research activities will be aimed at broadening the scope of knowledge, so that they are used both in development policies and strategies substantiation, but also within modern integrated decision systems objectives, at micro- and macro-economical level.