

**Iasi University of Life Sciences (IULS)**

# **HABILITATION THESIS**

**MANAGEMENT STRATEGIES ON APPROACHING RURAL  
DEVELOPMENT AND POSSIBILITIES OF DEVELOPMENT  
AND EFFICIENCY  
OF AGRICULTURAL UNITS**

**Domain: ENGINEERING AND MANAGEMENT IN  
AGRICULTURE AND RURAL DEVELOPMENT**

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## **ABSTRACT**

The habilitation thesis reflects the set of significant results obtained from inter, intra and transdisciplinary research activity acquired in the fields of management and agriculture, in over 25 years of professional activity, in the university environment, following the principle of continuous training.

The habilitation thesis entitled "Management strategies on approaching rural development and possibilities of development and efficiency of agricultural units" aims to highlight the implications of community support on the results, performance and technical efficiency of farms in Romania, with special emphasis on the North Region - East, closely related to the multi-level governance of the European Union. To highlight them, we started from the main scientific achievements resulting from the activity carried out after obtaining the title of doctor in Agricultural and Forestry Sciences - Agronomy, based on the Order of the Minister of Education and Research no. 4450 from 2.08.2004. The habilitation thesis presents a part of the scientific research resulting from the research activity carried out after the completion of the doctoral training internship, including in a concise and relevant manner over 220 articles published in ISI or BDI indexed journals, recognized nationally and internationally or presented and included in the volumes of international scientific events.

In parallel with the didactic activity, I also carried out permanent research activity, which materialized in the elaboration and submission of research grants, participation in research teams of national grants, research contracts with economic agents in Romania and funding contracts for training farmers through AFIR (Agency for the Financing of Rural Investments).

I carried out the scientific research activity within the teaching staff of the Department of Economic and Humanities, currently the Department of Agroeconomics, together with doctoral students, postdoctoral students and other specialists in economics, management and strategic management.

In recent years, priority has been given to the publication of scientific articles in prestigious events and various top publications, respectively

indexed in prestigious databases: ISI, ISI-Proceedings, BDI, BD, Ghoogle Scholar, Scopus etc.

The research was the result of an intense interdisciplinary activity, carried out in a team. This scientific approach has followed several scientific directions:

- research on the management of sustainable development of agriculture and rural space in the North-East Region of Romania,
- research on optimizing the structure of crops and the size of agricultural units and prove the strategies for the development of agricultural holdings,
- research on the efficiency and promotion of rural tourism and agrotourism;

Sustainable development is a constant in contemporary economic and social developments, a concept that has evolved over time, and in 1992, the three dimensions of development were established at the United Nations Conference on Environment and Development in Rio de Janeiro, sustainable, namely: environmental protection (environmental protection or ecological responsibility), economic sustainability (performance or economic development) and social sustainability (solidarity or social justice). (Rudawska, 2018, p.36), in a 3P type linear concept: Population - Prosperity - Planet (Andreas, et al., 2011).

The works analyzed the evolution of Romanian agriculture at national and especially regional level, in the context of its alignment with European Union standards, as we face a certain dilemma of compatibility between the new Community agricultural policy 2014-2020, adapted to the current state of agriculture in European Union (high technical performance, the presence of large stocks of agricultural products, etc.), compared to the state of Romanian agriculture which has other objectives (deep restructuring and consolidation of farms, massive financial support increase technical and economic profitability, balancing the agri-food trade balance, etc.) .

Regarding the relevance and originality of the research undertaken, I can say that the development of sustainable development and management strategies is a relatively new field of Romanian scientific research, compared to existing scientific results at the international level.

The scientific approach will be based on concepts and methodologies of economic, social, environmental, technological and ecological sciences. The approach will be exploratory at the frontier of the cited sciences, with an

applied emphasis, located both at the disciplinary level and at the interdisciplinary level.

Future research activities will focus on the exploitation of new scientific knowledge, as well as on the formulation and implementation of new management strategies and sustainable rural development.

At the same time, research activities will aim to broaden the field of knowledge so that it can be used both to support sustainable development policies and strategies and in the objectives embedded in modern decision-making systems, at the micro and macroeconomic.

The scientific researches presented synthetically and documented in this habilitation thesis were the result of an intense interdisciplinary activity, carried out in a team. This scientific approach has followed five scientific directions:

The most important achievements were obtained in the following research directions:

- ✓ research on the sustainable development of the rural area in the North-East Region by capitalizing on agrotourism resources;
- ✓ research in rural development management and economic engineering in agriculture;
- ✓ integrated development of agriculture in rural of Nord Est Region;
- ✓ research on the development, efficiency and optimization of crop structure and strategic size in agricultural units;
- ✓ research in formulating strategies for the development of agricultural holdings;
- ✓ introduction of computer-assisted management in private agricultural farms in the mountainous and pre-mountainous areas of Moldova in order to increase their efficiency
- ✓ experimenting and improving the biological exploitation technology on an intensive apple orchard module, with a favorable impact on the health of the consumer and the environment
- ✓ designing strategic variants regarding the sustainable development of the region through agrotourism and ecological tourism,
- ✓ optimizing the size and size of the forms of agricultural holdings in the plateau area of Moldova,
- ✓ research on optimizing the structure of crops, as well as the size and size of agricultural units;

- ✓ research on the efficiency and promotion of rural tourism and agrotourism.

The first part of the habilitation thesis is autobiographical and includes professional, academic and scientific achievements and an exploratory study of business strategies that lead to increased competitiveness by integrating sustainable innovation, in order to establish future research directions. The second part of the thesis includes a career development plan on the coordinates of scientific research, teaching and academic activity.

In order to continue the scientific activity in this direction, in the habilitation thesis, the information about the implications of sustainable development for business management was systematized and it was demonstrated and exemplified how sustainability, as a result of innovation, can become a source of competitive advantage. For research, a results-oriented approach was used in a multidimensional matrix, expressing the specific characteristics of applied research. Sustainable development recognizes the interdependence between economic and social and ecological processes, so that its research involves the confrontation of knowledge from several scientific fields, requiring interdisciplinary approaches. The thesis presents the results of previous empirical studies, indicating the main sources of controversy and ambiguity on which future research directions will be clarified.

The knowledge I gained in these specialization courses and internships I used in the development of new research topics, dissemination of scientific research results but also in improving current activity. The published papers are a source of information both for specialists in the field and for small agricultural producers who want to modernize their agricultural structures and practice commercial agriculture to increase economic efficiency.

The paper is completed with a selective list of bibliographic references.