

ABSTRACT

The PhD thesis entitled *"Studies regarding the development strategies of agricultural farms from Iași county area, in the context of integration into the European Union"*, has two parts: a theoretical background part and a research one.

In the structure of the thesis are contained the summary, introduction, eight chapters and bibliography.

The first part consists in the first three chapters of the thesis, including a summary of the specialty information from the bibliographic sources in the country and abroad on agricultural policies and strategies.

In the first chapter was defining the concept and the content of the strategies and agricultural policies, identifying the communitarian agricultural strategies and policies.

It was identify the origin of the word *strategic* and outlined the evolution of the term strategy and the domain of use along history pointed that at the level of profitable enterprises, in historical perspective, one can say that there was always a strategic thinking, even if that came mostly from the intuition of managers, without being based on an concrete analysis. Strategic planning has become an important part of the conduct of business firms in the last 30 years.

In the definition of strategy is found a set of long-term objectives and also the main ways of achieving necessary resources and steps to achieve them.

The strategic objectives of an enterprise are expressed in terms of three determined elements, namely:

- *the indicator* which refer, for example, to the physical volume of production or performed service, turnover, productivity, market share covered by the products / services of the firm, the rate of profit, etc.;
- *the scale or measure unit* to which the indicator is expressed, for example, for the mentioned indicators: the physical volume of production can be expressed in tons, liters, pieces, tones - kilometers transported, etc.; turnover – in lei, euro, etc. ; productivity - in

lei/ employee-year, lei/ worker-year, tons / hour, pieces / exchange etc.; market share - as a percentage, the profit rate - the percentage etc.;

- *the level on the scale of the indicator*, quantify expressed, for example, for illustrations the indicators and presented scales: 500 tones, 1.5 million liters, etc.

Agriculture being a complex area of activity, under the direct influence of natural factors, with one economic cycle per year, requires strategic decisions for a long time, taken under conditions of risk and uncertainty.

From this point of view were identified and defined the main types of strategies of the agricultural sector which have been distinguished by specific criteria, namely: after coverage; depending on the evolution proposed by the manager of the company; depending on the origin of resources and skills in the possibility of making new products; after the type of the objectives and nature of approaches; after the nature of the guidelines on the sphere of products, markets, technologies and competitive advantages.

The types of agricultural specific strategies have generated a series of major strategic options, namely: profiling, specialization, diversification of agricultural production, computerization and integration of farming activities. These strategic options have been defined, explained and exemplified in this first chapter, identifying in the same time the main advantages and disadvantages of theirs adoption.

To define the concept of agricultural policy have been on line identified the policy objectives which have influenced the direction of agricultural policy in time, from the maintaining of a higher number of employees in agriculture, to the maintaining and increasing farmers' income and the efficiency of agriculture.

The marketing and obsolete production methods, the occurrence of climate accidents and increasing demand over supply, causing fluctuations in revenues. To counteract this phenomenon, the agricultural policies intervene for: pricing establish; maintaining competition; improving markets; changing farmers behavior in the use of variable inputs and improve their flow; facilitate in obtaining loans necessary for agriculture investments and the possibilities for reimbursement; to encourage changes in the size or organization of agricultural enterprises to ensure their development, etc.

Thus the state can intervene through agricultural pricing policies, of marketing, credit, structural, etc.

Also in this chapter have been identified the main stages of the Common Agricultural Policy since establishing its base in the Treaty of Rome signed on 25 March 1957, until present time, and have been detailed the objectives of Common Agricultural Policy, namely:

1. *Increasing agricultural productivity* by promoting technical progress and ensuring the rational development of agricultural production and optimum use of factors, especially labor;
2. *Ensuring in this way some high standards of living adequate for the agricultural community* by increasing individual earnings obtained by those persons who work in agriculture;
3. *Securing the population supply by providing supply at reasonable prices for consumers.*

The information presented in the first chapter aim at explaining the concepts of agricultural policy and strategy to delineate the area of doctoral thesis research and to lay the foundations for theoretical research

The second chapter presents a summary of the main bibliographical resources of management and strategic marketing in particular, both from the country and abroad, to identify the stage of research on the development strategies of agricultural farms in Romania and the European Union.

To determine the origin and evolution of the concept of strategy, we started from the famous "*curve of life of the product*" introduced on a large scale in years 50 and have been studied the researches carried out by the time of the most important experts in the field, and not only, such as I.H. Ansof, Alfred Chandler, Kenneth Andrews and others.

It had been identify the research made in the European Union on the development strategies of agricultural farms, and noted the impact of their applications in the EU in general and in some European countries, in particular such as Poland, Bulgaria, Italy and France.

From the specialty literature of our country were presented the research carried out by Romanian specialists, outlined their premises and their importance.

In Chapter III were established the major research methods used to elaborate the thesis and then have been defined and established the context in which they were used.

Adopting a strategic approach has been established in this chapter also the main objective, which followed to be completed in the evolution of doctoral thesis.

The second part of the doctoral thesis is focused on own research, including personal interpretation of results.

In Chapter IV have been identified and presented the characteristics of natural and economic frame of Iași County. The county is located in north-eastern Romania, with neighboring counties of Botosani in the north, in Suceava north-east, Neamt in west and Vaslui in the south, and has a population of 824,083 inhabitants, at 01.07.2006.

Have been identified and delimited on the map the 12 agro economical areas of the county namely: 1-Miroslăvești, 2-Pășcani, 3-Lespezi, 4-Harlau ,5-Lețcani, 6-Bivolari, 7-Golăești, 8-Raducaneni, 9. Mogoșești, 10-Tibănești .11-Brăiești, 12-Strunga.

The relief of the county has been described in terms of the three major areas of relief that interfere in the territory of the county, namely: the area hills and plateaus, high plain area and the riverside area.

In terms of climate have been analyzed the average temperatures recorded in the territory, precipitation and the dynamics of air masses. Hydrographic network, flora, fauna and soil are presented in detail taking into account in the last three, the spread in their territory.

Since the economical aspects influence the outcome of research on development strategies, has imposed an economic characterization of the Iași County. It was presented from the point of view of national economic branches, less the agriculture which will be presented in the following chapters. Thus were shown the characteristics of industry, trade and tourism in Iași County.

Due to the territorial characteristics, the most important branches of industry are: chemical, pharmaceutical, metallurgy and heavy machinery, textile and food industry. In the structure of industrial production in the first place was situated, in 2006 the manufacturing food and beverages with 18.8 % of the total. Industries registered the highest gross domestic product, followed by the real estate transactions.

In the trade analysis showed the balance registered a negative sold in 2006 due to the increase in imports related to the significant reduction in the export.

The Iasi County tourism is characterized by the reduced duration of stay of all counties, with 2.7 nights / tourism, the national average being 3.59 nights / tourist.

In the business of tourism were been identify the main types of tourism practiced in the county of Iași, namely: cultural tourism, spiritual, scientific, balneal-therapeutic, recreation, transit and agro tourism.

The last sub chapter of the fourth chapter presents the overall population of Iași County, their characteristics and interpretation of the results obtained from the calculation of specific indicators of human resources.

In Chapter five is characterized the Iași County agriculture, analyzing the two sectors, the vegetal and the animal one.

Agricultural area of the Iași County in 2006 was 394.4 thousand hectares, representing 72.2 % of the total area of the county, for highlighting that, were presented the land fund as how it was used in the period 2001 - 2006.

To create a basis for comparison of the level of endowment of a territory, were presented data regarding the agricultural and arable area that falls on a tractor or farm equipment, from some European Union countries. Technical equipment of Iași County had a tendency to involution due to removal from the use of nonperformance waste machinery and equipment, and

purchasing in a lower number of machines and modern agricultural machinery, with high productivity.

The vegetal sector of the county has been analyzed starting with the structure evolution of cultures presented for the period 2004-2006, noting the trend of reduction and increase of areas planted with forage, roots and vegetables.

Was examined the average and total production evolution to the main crops obtained in the period 2004-2005, also were represented graphically the cultivated areas and average production in some cultures, to accentuate the agricultural importance of some agro economical areas of the county.

The animal sector was examined following the same steps used in the analysis of the vegetal one. Thus were presented livestock, average and total production of animal sector, following their evolution in the analysis period, then were represented graphically the distribution of species in the Iasi county.

In chapter six was made a study of organizational structures of Iasi county agriculture, analyzing in detail the private individual farming households and agricultural structures associative and commercial type.

In the year 2008, 77.12% of the agricultural area of the Iasi County is located in the exploitation of private individual farming households, respective 292,352 hectares, remaining area being exploited for agricultural structures associative type - 4.25% of commercial agricultural structures - 18.01%, the remaining 0.62% was in the public sector.

In the analysis of agricultural organizational structures have been pursued the presentation of the area exploits by each side, the number of associative and commercial agricultural society at the level of 2008 in the county, the average size of theirs, the land fund structure, the structure of obtained crop yields and total by those ones in the period under review, both in the vegetal and animal sector.

In chapter seven was take in a study an agro economical area, representative for the Iasi County, 6 area - Bivolari. This zone has been characterized in terms of climate and social point of view, studies were performed at the two of the most representative agricultural units, not only in the area, but even the whole county, namely at Agricultural Society Astra - Țigănași and Agricultural Society Moldova -Țigănași.

The agro economical Zone 6 - Bivolari been studied by the centralization of personal data collected from the six mayoral common in whose territory extends the studied area, taking into study aspects of human resources, land and economy of the region, such as population, the natural movement, the structure of crops and livestock, the vegetal and animal production obtained during the period 2005-2007 and profile agricultural units operating within the area. In

the analysis of the two agricultural units that have been studied or watched aspects of the land fund structure, the structure of cultures, average and total production, the evolution and economic results obtained in the period under review.

To be able to identify the main strategic goals of developing the studied units, it has been made a summary SWOT analysis that identified the main problems resulting in weaknesses, threats and opportunities in the two units.

At the end of the study were identified the main strategic directions of development, recommended for further development of the agro economical 6 – Bivolari area of the two studied units and farms in the area of Iași county, so has been reached and the latter objective of the thesis.

The last chapter covers the main conclusions resulting from the conducted study and recommendations made after the analysis of results.