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THE IMPACT OF PRICE VOLATILITY ON THE VEGETABLE CHAIN FRAGMENTATION IN ROMANIA

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Abstract

The paper studies the impact of price volatility on business activities in the Romanian vegetable supply chain. The analysis reveals that a high volatility is reflected in a fragmented production and distribution chains. This situation leads to increased uncertainty in terms of what vegetable to produce and where to sell and it negatively impacts the farmers' revenues and investment decision. The paper employs a quantitative and a qualitative analysis using the coefficient of variation in order to assess the impact of price volatility on vegetable commercialization channels including vegetable processing companies. The data regarding vegetable prices are retrieved from the tempo on line data base and the analysis is also based on interviews with the main stakeholders of the vegetable chain. The results reveal a high coefficient of variation at the farm gate stage which is further transmitted at the level of distribution and commercialization stage. The analysis is carried out also at the processing level, the results indicating also a quite high coefficient of variation.

Keywords : vegetable, price volatility, commercialization, supply chain

THE ARGUMENTATION OF SWINE GROWING ACTIVITY IN THE REPUBLIC OF MOLDOVA THROUGH THE SUPPLYING PROCESS OF POPULATION WITH THE DOMESTIC NATIONAL FOOD

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Abstract

Swine growing is a traditional activity of the national economy of the Republic of Moldova, having a high potential in assuring the population with meat products. In the period 1970-1990, it was registered a dynamic constant growth of the pork production (of aprox. 2.6 times), the advantageousness of the selling of the pork being of 36 %. Under the influence of the technique and scientific progress in the country was created a genetic and economic potential, on the base of the efficient development of this activity in the frame of the national economy. By the 1992nd year, the situation in this branch was suddenly changed. The number of animals is reduced and the productivity decreases, in 1999 having only 41-44% of the productivity of 1990 year. Which are the main factors that negatively influenced the development of the pork production? These may be the lack of circulating means, the increase of the prices for the energy sources, the reduction of the harvest of the fodder cultures and as result, the insufficient provision of the zoo technical sector with forage, the absence of the stimulating conditions from the part of the state that concern the delivery of the meat to the processing enterprises, the repartition of the swine effective (more then 52 % of the swine effective) between the participants at the process of privatization of the state agricultural enterprises. One of the main causes of the decrease of the production is the competitiveness of the prices of the pork and its inefficient sale. The small sale price in comparison with the cost resulted the unprofitable production.

Keywords: *pigs production, evolution, Republic of Moldova, productivity*

COMPLEX STRATEGY ENTERPRISE

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Abstract

Strategic management is a necessary component of system operation of the enterprise and is based on procedures and methods of the analysis and a choice of the strategic purposes and ways of their achievement, if the enterprise represents a complete organism, its strategy also should be complex, and it should take into account interrelations between separate subsystems of the enterprise and influence on them of an environment. The contents of the strategy of the enterprise should cover decisions in the field of structure and volumes of manufacture, behaviour of the enterprise on commodity markets, strategic aspects of intrafirm management, etc.

Keywords: *complex strategy, strategic management.*

THEORETICAL ASPECTS OF STRATEGIC MANAGEMENT ON ENTERPRISE OF THE AGRARIAN SECTOR OF THE ECONOMY

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Abstract

The Management of agrarian enterprises in the conditions of market economy is impossible without a business planning at all of the levels: strategic, tactical and operational. In the authors' opinion, the strategic level is, which defines the main directions of development of enterprises, is the most important. The formation of market relations creates for enterprises the need of strategic management, a concept which is based on the development of strategies for the effective development of enterprises on long terms, provided stiff competition among manufacturers.

Keywords: *strategic management, management process.*

SOCIAL MEDIA AND WEB MARKETING STRATEGIES: AN EXPLORATORY STUDY IN THE ITALIAN WINE SECTOR

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Abstract

Social media have not only changed the way in which organisations and their brands interact with customers, it has also changed the way business gets done. Organisations are now able to reach consumers online and network with them. If these web communications are effectively managed, they become part of customer conversations. Despite that the Italian wine sector is characterized by a structural delay in the adoption of ICT, many managers are now trying to use social media as a low cost tools in their marketing strategies. The aim of this study is to explore the best practices adopted by Italian wineries in increasing wine brand visibility. Six leader wineries have been selected as case studies according to their business size, target market, product typologies and brand value. Wineries are compared in order to evaluate the relationships between wine brands, visibility, and social media strategies. Results show the existence of different development paths within the Italian wine sector. As a consequence comparative studies are required in order both to manage social media relationships and to reach higher levels of brand equity.

Keywords: wine, social media, web marketing, brand equity, best practices

PACKAGE STYLES IN WINE MARKETING: A CASE STUDY OF VALPOLICELLA WINES

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Abstract

The role of packaging as communication tool has not been deeply analysed in the wine marketing literature in the Old World, also considering the denomination of origin. Recently, the interactions between collective and corporate brands are generating new communication elements, which should be explored to give new marketing inputs to wine producers. This research aims at analysing the package styles to understand the communication choices of the wineries from Valpolicella. Valpolicella is one of the biggest and most famous typical production areas for red wines in Italy, with a wide range of product/market combinations, target prices and a high export propensity. An extensive survey has been carried out to understand the package style elements actually used. An ad hoc survey scheme has been applied to 377 wines of the 59 wineries which are members of the consortium of Valpolicella wines producers. The main “package style profiles” that represent the different communication strategies adopted by the Valpolicella wineries, have been determined. The research also highlights the roles of the collective brand and corporate brands in winery communication strategies.

Keywords: packaging, wine, communication strategies

ANALYSIS OF MANAGEMENT INFLUENCE ON ECONOMIC EFFECTIVENESS

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Abstract

*The purpose of this work is the analysis of the influence of management on the economic efficiency. The working methods used in preparing of this material is the analysis, synthesis and observation applied following consultation with specialized literature. Research has demonstrated that a systemic approach to management contribute to the effectiveness and measurement of this system in economic practice. As a **conclusion** we could rely that the management is a primary middle, and efficiency is the major result of human activity.*

Keywords: *management, efficiency, management systems, the contemporary society.*

THE ROLE OF TRANSPORT MEANS USED IN THE TRANSPORTATION OF FRESH HORTICULTURAL PRODUCTS

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Abstract

The purpose of this work is the presentation of the means of transport to transport fresh horticultural products. The working methods applied to this study are: analysis and synthesis, as well as other methods and processes which enabled the identification and highlighting essence of the problem investigated. The research denotes a very important result, namely, transportation is the deciding factor in process of sale a fresh horticultural products. Transport is one component of logistics process and market price of fresh fruit depend to a large extent on the quality of their. Losses incurred because of conditions of transport are often considerable. Below we highlight the important conclusions: the means transport used in transportation of fresh horticulture products need to ensure protection of the product of climateric factors protect products from mechanical damage, etc.

Keywords: *transport of goods, logistics, marketing, transporting fruits, means of transport.*

EVOLUTION OF MILK PRODUCTION IN THE NORTH EASTERN REGION OF ROMANIA

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Abstract

The prices of agricultural products have a series of features related to the level of the offer, perishability, storage possibilities, scarcity, quality, etc. Under the herein paper we have debated the aspects connected to the quantitative aspect (on the evolution of the agro-food /agricultural product prices levels and evolution of prices for the main product that represent the intermediary consume in agriculture) as well as to the qualitative aspect (referring to the level and intensity of the correlational influence of the agricultural products indicators → prices, acquisition prices → retail prices).

Keywords : acquisition price, farm gate price, elasticity (coefficient), agro-food market (channel), market price.

MENTAL PATTERNS SPECIFIC TO PERFORMANCE LEADERS

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Abstract

In Romania, LEADERSHIP is poorly understood, because examples worth noting of the successful companies are not taken into consideration, most times, and they are not even highlighted by mass-media. As several foreign or mixed capital companies imposed a good internal communication that allows the awareness of what the concept of LEADERSHIP really means. The Romanian managers practice leadership without being aware of it. They behave as leaders because of their personality. Following the study based on questionnaire, applied on 51 successful managers and entrepreneurs, and on 71 sellers of products and services, with high results in the teams they are part of, we determined a series of 10 mental, relational and professional patterns, that we named “the success secrets” and they are common to all performance managers, who become leaders by the power of example.

Key words: leadership, leader, manager, mental patterns

EFFICIENCY OF USING THE HUMAN RESOURCES AT S.C. CATEX S.A.

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Abstract

S.C. CATEX S.A. has been producing textile confections for over 40 years. It is a private company with integral Romanian capital, that develops its activity in the sector of textile confections, the production being destined especially to export. The economic viability of the company depends on the volume, structure and efficiency of using the material, financial and human resources. The analysis of using the human resources is approached in three aspects: as dimension and structure, staff mobility, work productivity. The specific of the activity within S.C. CATEX S.A. is seen on the process of recruitment and selection that prove less complex than within other organizations, most of the employees being represented by workers on positions of confectioner machinists. It is noted the economic financial situation of the company, that is in a favourable situation due to the orders of some companies in the European Union where the labour force is much more expensive, with major implications on the recruitment process.

Key words: human resources, economic viability, recruitment, efficient use

SUPPORTED CROP STRUCTURE IN ROMANIA IN 2007-2011 PERIOD

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Abstract

After five years since the initiation of the direct financial support reception process effects are expected, on one hand over farmers and on agricultural production profitability, and on the other hand on crop structure. Subsidizing itself has constituted an incentive for the agricultural production capacity expansion and for the increase of the subsidized areas. The areas subsidies have encouraged on the one hand the merger of orchards and grasslands, even if it was not always about physical merger, but only operating merger, and on the other hand these have led to the expansion of the arable land area. An increase of the cereals areas has been noted for the majority of cereal types, except for barley and oat. This way the cereals character of the crop production in Romania is stressed out. As to the oleaginous crops, both sunflower and canola have proven to be two “magnet” crops for the Romanian farmers, and the areas cultivated have continuously increased also maybe because the bio-fuel production was developed and encouraged. Following the study performed on the situation of orchard areas it was noted that the areas with plum trees and apple trees occupy the largest share summing up over 78% from the orchard areas.

Keywords: agricultural area, evolution, subsidy

FINANCING BUSINESSES IN THE FIELD OF SMALL AND MEDIUM BUSINESS

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Abstract

To achieve sustainable economic growth it is not only sufficient to create a favorable environment for development and employment of labor for the employable population, but also to create a climate for cultivating entrepreneurship. For this is needed to identify problems faced by small businesses to create a favorable climate for development of small business sector, increasing its share in national economy and solving social problems, so that it is possible for economic agents to assert their ambitions into reality and to plan and manage projects for both business development and for national economic prosperity. Thus, increasing competitiveness of small and medium business in Moldova consists primarily in removing factors that constitute the largest obstacle to development of small entrepreneurship, then in developing and shaping directions, which would contribute to the potential of small businesses and strengthen their market positions.

Key words: *small and medium business, entrepreneurship, sources of funding, competitiveness.*

STEPS IN MAKING TECHNICAL ANALYSIS ECONOMIC ACTIVITY IN FARM

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Abstract

Business analysis of agricultural units, research, information system based on the results obtained in their work, factors which have determined ways to improve them. It has an important role in ensuring the scientific management of farms, are an essential instrument in the exercise of leadership attributes on all hierarchical levels. In the analysis of business units in agriculture must take into consideration the peculiarities of agricultural production. These are reflected in the structure of economic unity, their traits, to the conduct of active farmers. Features such as weaving social labor process with the biological process of reproduction, considerable influence of climate, land use as the main means of production, the disparity between work time and production time, use in the production of significant amounts of company own production, obtaining the same activities as the main products and by-products, are just a few. The items listed above and others, through their concrete manifestation, give specific agriculture as a branch of national economy.

Keywords : economic analysis, farm, economic indicators

ECONOMIC EFFICIENCY OF FOOD EXPORT OF MOLDOVA

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Abstract

Economic theory suggests that export expansion generates a resource allocation improve efficiency and increase productive output by capital accumulation. Export growth causes increasing openness of the economy, so those saving will be able to absorb more quickly (by imitation) technologies advanced counters. So, will result the increase in total factor productivity, which will positively influence the growth rate in the long run.

Keywords : *economic efficiency, foreign economic activity, Republic of Moldova.*

ACTIVITIES DIVERSIFICATION IMPACT ON OF AGRICULTURAL EXPLOITATION INCOMES

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Abstract

The paper aimed to present the evolution of Milk Production during the period 1990 -2007 in the North West Region of Romania, including Iasi, Botosani and Suceava counties. It is based on the statistical data provided by Ministry of Agriculture, Forests and Rural Development. The data have been processed into the following indicators: cattle livestock, number of dairy cows, milk yield, milk production. During the analyzed period, cattle livestock has continuously decreased, so that in the year 2007 there are just 1,440 thousand cows in Romania of which in the North Eastern part are raised about 25 %. Milk yield has increased from 2,850 kg /cow in the year 1990 to 3,980 kg/cow/year in the year 2007, but total milk production has decreased taking into account the reduced number of cows. As a conclusion, the North East region is traditionally suitable for cow rearing, due to its pastures and meadows, the important number of cow stock and possibilities to produce ecological milk.

Keywords : milk production, evolution, NW Region, Romania

ADVANTAGES OF USING ENVIRONMENTAL ACCOUNTING AND ENVIRONMENTAL MANAGEMENT IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

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Abstract

The connection between business activity, in general, and the degradation of natural environment, as well as the repercussions of environmental degradation on population welfare have a complex nature, leading to difficulties regarding analysis and measurement. The analysis of the immediate impact of business activity on the natural environment cannot always reveal all the costs and risks which are related to the environmental degradation. Also, a special attention must be given to the repercussive effects of natural environment degradation status on the conditions in which business activities are developed and their performance. Hence, the importance of using an environmental accounting and an environmental management which could contribute to the diminishing of these disadvantages.

Key words : *envirommmental accounting, envirommmental management, sustainable development*

THE INVOLVEMENT OF AGRICULTURAL CONSULTANCY TO SUPPORT FARMERS

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Abstract

The paper deals with the evolution of consultancy activity developed in our country after 1990, organizational structure of the National Agency for Agricultural Consultancy (NAAC), its general activities, the beneficiaries of the consultancy service, activities organized by the consultancy services, services supplied, duties and responsibilities of the NAAC, and international cooperation in the field, and the involvement of agricultural consultancy to support farmers in the Timis County.

Keywords : consultancy, agricultural, Timis

STUDY ON ESTABLISHING THE OPTIMUM PRODUCTION CAPACITY FOR A UNIT PROCESSING AGRICULTURAL PRODUCTS

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Abstract

Establishing the optimum production capacity represents a fundamental issue for the economic activity. Building of oversized objectives is equal to fund wasting, immobilizing capital in fixed assets which remain unused. Or, building of undersized objectives creates bottlenecks in economic processes(4). This is why prior to designing the investment objectives thorough calculations are necessary in order to establish the optimum production capacity. The study was made on a company which will process agricultural products(2). Therefore, several alternatives are prepared which different as regard the production capacity volume and the technology used in obtaining the finished product, so the method of variants will be used. Optimal capacity was established by studies-4,560 tons of finished product annually.

Key words: *optimum production capacity, specific investment, production cost, recalculated expenses, specific recalculated expenses*

ECONOMIC AND FINANCIAL ASPECTS OF ACTIVITY IN SC ARBOFLORA L.L.C. - OVIDIU, CONSTANTA

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Abstract

S.C. ARBOFLORA Company with headquarters in Ovidiu, and workstation Street Port 1, registered at the Trade Registry under number J13/1195/2006, was established in April 2006. The company's individual shareholders, with a subscribed and paid 35,200 lei, the object of the company is in landscape maintenance activities, NACE Code 8130. Society benefits from a rented plot of land comprising a total surface of 9034 square meters and all construction related. In October 2006, the company purchased a greenhouse with an area of 150 square meters to produce dendrological and floricultural material plus two existing tunnels, with an area of 300 sqm. The company has machinery provided for activities. Company employees ranged from 21 (2006) to 29 (2008), of which 80% directly productive employees, and 20% employees in administrative structure. Customers are companies or third persons (Hotel Central Mamaia, Regional Meteorological Centre Dobrogea, Constanta RAJA, The Museum of Natural Sciences, Ovidiu Hall, Hall Cross, etc.). Company has as dendrological and floricultural material providers: GMB Viva Targoviste, Floriculture Galati, Kerlake, Romstal Bucharest. Also included are the utility providers and the local (Metro, Selgros, Praktiker, Petrom, etc.). The unit recorded assets of 574,887 lei (9593 lei intangible and 565,294 lei tangible assets), bank loans of 93,941 lei in 2008 and 72,000 lei in 2009, home worth 535 and 7414 lei in 2008 and 2009, current accounts 33,696 and 124,208 lei for two years (remember above), 722,437 and 809,173 lei debt for the years 2008 and 2009.

Keywords: landscape, customers, providers, assets, capital, equipment

PRIMARY OFFER OF MEAT IN CETATE VILLAGE, DOLJ COUNTY

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Abstract

Cetate village is plain locality, located near the Danube, a distance of about 25 km from the city Clăfat and 90 km the county seat - Craiova. Common development was helped by favourable position from the old trade routes. On there was passing the way from neighboring villages (Gemini, Dîrvari, Plenița, Unirea, Dobridor) to port fortress, especially for cereals capitalization. Currently, within the village passes 56 A national road linking the port towns and villages situated along the Danube: Dăbuleni - Bechet - Calafat - Cetete - Drobeta Turnu Severin. Elucidating the communal potential, of meat production is based on use of an appropriate set of indicators: effective in exploitation (by species), total production and average yield per head. The study covers the period 2008-2010, taken as a starting point for developing a strategy of reviving the sector of production.

Keywords: meat production, livestock, potential

RESEARCH REGARDING GROSS MARGIN AND COST ANALYSIS IN POTATO CROPPING IN ROMANIA

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Abstract

The paper aimed to analyze economic efficiency in potato cropping. In this purpose a case study was made at SC Hibridul SA Brasov on the surface of one hectare. The specific indicators taking into consideration to characterise economic efficiency have been the following ones: gross product, variable cost, fixed cost, production cost, gross margin, gross and net profit, gross and net profit rate. The calculations refer to the year 2010. The conclusion was that potato is a profitable crop. In this case study, it provided a profit margin of 41.27%, although production cost was enough high varying between Lei 21,000 to 22,000/ ha showing that potato could be considered among the most expensive crops. In order to increase gross margin and profitability, farmers have to increase yield using high potential cultivars, resistant to drought, diseases and pests, adapted to local conditions, to increase potato quality, in order to get a higher market price at delivery, to reduce variable costs per hectare, using a lower amount of seed at sowing, purchasing only certified seeds from authorized producers, to use a corresponding dose of fertilizer, herbicide and insecticide per surface unit, to reduce the number of treatments per surface unit, to execute timely agricultural works in the field, to use modern equipments, to assure farm inputs at lower price by means of producers association.

Keywords: gross margin, potato, production cost, profitability, Romania

STUDY ON THE EVOLUTION OF POTATO PRODUCTION IN ROMANIA DURING THE PERIOD 1990-2009

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Abstract

The paper aimed to analyze the evolution of number of agricultural holdings growing potato, cultivated area, potato yield and production at national level and in the territory but also price indices in order to identify the main trends and prospects for potato development in Romania. The empirical data collected from National Institute for Statistics for the period 1990-2009 have been used and processed according to the specific methodology in order to create a complete picture about the past, present and future of potato cropping in Romania. As a conclusion, potato has registered a positive evolution regarding production even thou yield is the lowest in the EU-27. But Romania is on the top position in the EU-27 regarding potato production because of the larger cultivated surface and among the biggest producers in the world. Potato will remain an important food for Ronanian population and feed for animals, but also a raw material for industry.Processing industry in flakes, chips, French frites is continuously developping even thou in Romania has still a low percentage compared to other European countries.Farmers have to pay attention to high value hybrids, irrigation and technological works in order to keep production cost under control and obtain a higher profitability.

Keywords: potato, cultivated area, yield, production, price, Romania

CONSIDERATIONS ON THE IMPORTANCE OF SUNFLOWER AMONG THE OIL SEED CROPS IN ROMANIA IN THE PERIOD 1990-2009

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Abstract

The paper aimed to present the dynamics of cultivated area, sunflower seed yield and production at national level and in the territory but also price indices in order to identify the main trends and prospects for sunflower development in Romania. In this purpose, the empirical data collected from National Institute for Statistics for the period 1990-2009 have been used and processed according to the specific methodology in order to create a complete image about the past, present and future of sunflower cropping in Romania. As a conclusion, Sunflower is still and will continue to be an important oil crop in Romania. At present, it is on the 1st position regarding cultivated area, production and export compared to rape and soy bean. Farmers have to be encouraged to continue sunflower cropping as long as it is a low cost crop and seed, oil and cakes export could support Romania's position as a net exporting country.

Keywords: *sunflower, oil seed crops, cultivated area, production, trade, trends, Romania*

CONSIDERATIONS ON THE IMPORTANCE OF MAIZE AMONG CEREAL CROPS IN ROMANIA IN THE PERIOD 1990-2009

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Abstract

The paper aimed to present the dynamics of cultivated area, maize seed yield and production at national level and in the territory but also price indices in order to identify the main trends and prospects for maize development in Romania. In this purpose, the empirical data collected from National Institute for Statistics for the period 1990-2009 have been used and processed according to the specific methodology in order to create a complete image about the past, present and future of maize cropping in Romania. As a conclusion, maize crop has registered a positive evolution regarding production performance positioning Romania on the top position in the EU-27 and among the biggest producers in the world. The favorable world price for maize grains could be an incentive for Romanian farmers to extend the cultivated surface with maize and apply modern technologies in order to carry out higher yield and production.

Keywords: *maize, cultivated area, production, trade, trends, Romania*

LEADERSHIP AND TURNAROUND MANAGEMENT CONCEPTS APPLIED IN THE AGRIBUSINESS ENVIRONMENT IN ROMANIA

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Abstract

Most of the times Romanian businessmen operating in agriculture make wrong use of the terms “leadership” and “management”, going further, most of them do not differentiate very well when considering the types of management they actually use. The main objective is to point out the current status in the field and establish appropriate boundaries, as well as to draw attention over the benefits that leadership and turnaround management may bring about for both the business environment for the near future through the development of an explorative study based on a complex survey. Results have shown that the Romanian agribusiness environment is going through serious changes and is trying to apply concepts that are relatively new for it so that it may catch up with the trends in the region and EU overall as respect to running businesses during financial crisis times.

Keywords: leadership, turnaround management, agribusiness, financial crisis

EVOLUTIONARY ASPECTS OF THE POPULATION OF THE REPUBLIC OF MOLDOVA

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Abstract

The purpose of this investigation consists in elucidating the evolutionary tendencies of the population of the Republic of Moldova from the standpoint of quantitative-structural parameters. The used methodological tools included analysis, synthesis, generalization, concretization, etc. As a result of this study, we emphasized a series of positive aspects in the evolution of Moldova's population, such as a stabilization in the last decade of the ratio between the rural and urban population and an also increase in the ratio of masculinity. Concomitantly, we remarked a continuous tendency of the country's population ageing accompanied by a demographic increase in the ratio of elderly people. The main conclusion of our research consists in the necessity to continue different state actions oriented towards the economic and social development, especially, of the rural areas of the Republic of Moldova, as they suffer the most because of negative demographic phenomena.

Keywords: Ageing, Demographic dependency, Masculinity, Population

ANALYSIS OF WORLD POULTRY MEAT PRODUCTION

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Abstract

The purpose of this paper is to present poultry and broiler meat production worldwide. Given the increased demand of animal protein due to population growth and urbanization, industrialization and integration was necessary to poultry production. This study is based on data from the Food and Agriculture Organization for the period between 2000 and 2010. Decade in which poultry sector was not exempt from a number of issues, such as avian flu epidemic, but also the emergence of global crisis. However, due to lower price and for the fact that is considered a meat diet, world production increased by 46% in the last decade. The world leader is the United States of America, the country introduced in the 1940 intensive industrial system and began selling hybrids.

Key words: *poultry meat, broiler meat, world*

ANALYSIS OF AVERAGE PRICE PURCHASE FOR POULTRY MEAT IN ROMANIA

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Abstract

The purpose of this paper is to analyze average price purchase and volatility for poultry meat in Romania and her regions. Taking in account that price represents a competitive element on the market, which must ensure manufacture's profit. Price volatility may appear because of imbalances in the market. But the poultry sectors will have to comply with still more stringent requirements, without any financial support from the European Union. To determine price volatility the variation coefficient was calculated, using data from on-line Tempo database of National Statistics Institute. After data analysis was notice that in Romania price volatility is low, but on regions level volatility fluctuates. Bucharest - Ilfov are the regions with highest volatility.

Keywords: average price purchase, volatility, poultry meat

RESEARCH ON DETERMINATION OF SAFETY INTERVALS PRODUCTION COSTS AND PROFITABILITY FOR POULTRY PRODUCTION OBTAINING A BEST QUALITY FOR HUMAN CONSUMPTION – „YELLOW PROTOCOL”

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Abstract

Poultry sector is the most dynamic and largest investment appetite in Romanian agriculture. Give further modernization process being completed, is to regain foreign markets and ensuring intra and extracomunitare domestic consumption of poultry products. In the medium and long term perspective there are new challenges and risks in the production and exploitation of poultry production. Essentially private poultry sector is interested in increasing productivity, lowering production costs, increase profitability, profitable and easy credit. However poultry products must meet quantitative and qualitative human nutrition comfort rules. In this paper are defined and determined by statistical analysis of safety intervals of production costs for poultry and table eggs produced intensively in Romania. Are also treated uniform rules for determining the poultry farm profitability. Data collected during the four years between 2006 to 2010, so at the poultry farms in the sample selected, and from central and local state institutions are introduced, finally, a Schrödinger type equation, determine a dimensional function values falling production costs in the range of safety, for optimal poultry production for human consumption. Determining such values are used in credit analysis or return on investment projects or lending to achieve production in determining public support necessary to assist and guide production. Last part of the paper offers potential solutions to strengthen internal market poultry, by using the Internet, in a total transparency of the activities for obtaining and processing of poultry products.

Keywords : human nutritional comfort, public support, Schrödinger equation type, range safety

SOME PROBLEMATIC ASPECTS OF THE FISCAL REGULATIONS IN THE REPUBLIC OF MOLDOVA

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Abstract

The situation regarding the taxation of business in Moldova is rather contradictory. From a fiscal point of view, revenues from business are extremely low, partly due to a 0% corporate income tax rate, which has been in place since 2008 [3]. But the situation is not much better from a business point of view. While the tax burden is practically zero, the administrative burden of the taxation system, which includes regulation of primary documents, tax accounting, reporting and other steps, is very high. Clearly, the business taxation system is highly inefficient and thus in desperate need for reform [4].

Key words: *finances, penalties, tax, economic growth, Republic of Moldova*

THE VEGETABLES MARKET IN ROMANIA

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Abstract

Romania, due to its favourable climatic conditions, is a country with a long tradition in growing vegetables. The importance of growing vegetables is demonstrated both by area cultivated with vegetables and by the large number of individual producers. In this context, the current study comprises, on the one hand, the evolution of vegetable crops specific indicators, and, on the other hand, the evolution of foreign trade. As for the actual production of vegetables in Romania, it cannot provide the requisites for domestic consumption and for this reason we resort to imports. The imports of vegetables and unprocessed products have a negative influence on the trade balance. The producers, processors and distributors of vegetables and vegetable products are faced with a series of problems that have a negative influence on their economic and financial results. Among these problems, the most important ones are generated by: the use of nonperforming traditional technologies that contributed to lower productions, as compared to the productions obtained by EU vegetable farmers; the difficulty in marketing the vegetables within an optimum time interval because vegetable farmers are not members of associations that have a viable marketing programme, which would ensure an adequate and efficient vegetables distribution; the use of nonperforming seeds in order to obtain vegetables. In conclusion, it is imperative to support vegetable farming in order to provide the requisites for consumption and in order to increase the producers' revenues in the rural space. This can be achieved by accessing structural funds.

Key words: vegetables, production, import, export, food consumption

ANALYSIS OF FINANCIAL SUPPORT GRANTED TO FARMERS IN THE FIRST FIVE YEARS FROM ROMANIA'S EU ACCESSION

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Abstract

The paper proposes an analysis based on the data provided by the Agency for Payments and Intervention in Agriculture (APIA) over the payment system applied in Romania during the first 5 years from the EU accession date. The payment per area schemes are managed by APIA, under IACS and are under the form of SAPS (Single Area Payment Scheme), CNDP (Complementary National Direct Payments), Sugar Separate Payment Scheme, Transitional Payments for Tomatoes Intended for Processing, Less Favoured Areas Payments (LFA) and Agro-Environmental Payments. The study revealed that in Romania 3/4 of the area eligible for financial support is concentrated in 1/3 of the number of farms, the rest not being eligible because these have small surfaces that are fragmented into several land plots. The financial support measures have not been sufficient in order to determine small farmers to concentrate their area and increase the area eligible for subsidies. Given that for the period 2014-2020 CAP anticipates changes in the way of subsidizing small farms, continuation of the analysis is considered useful in order to underline any changes in farmers' behaviour in response to the new financial support schemes.

Keywords: area payment scheme, SAPS, CNDP, LFA, eligible surfaces, surface concentration, farmers' behaviour.

THE RESEARCH IN WHAT CONCERN THE BEHAVIOUR OF SOME SUNFLOWER HYBRIDS CULTIVATED IN IRRIGATION CONDITIONS IN DOBROGEA

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Abstract

The research of some sunflower hybrids cultivated in Dobrogea in drought-conditions. The research took place in the period 2009 -2011 at S.C.D.A,Valu lui Traian,Constanța County,an area which is representative for its climatic conditions, the geomorphological unit and soil type are specific to the region in which the trial results will be implemented. There were followed up 6 hybrids (Favorit,Singi,Delfi,PR64A89,Tekny and Kondi) and three levels of water supplies: unirrigated,irrigated with pedological irrigation rate of 700m³/ha and irrigation with pedological irrigation rate of 350 m³/ha(50%from pedological rate) . The accomplished research showed the fact that the years 2009 and 2010 were not favourable to sunflower crop but 2011 was a very advantageous one.The yield average during the three years(2009-2011) showed that in unirrigated conditions,the yield of the 6 hybrids was between 29,3q/ha and 35,0q/ha.Through the application of the irrigation rate of 700m³/ha,the yield average during the three years of trials has increased, its value being between 34,3q/ha(FAVORIT) and 45,0q/ha(KONDI).The reduction of the irrigation rate with 50% caused a decreasing yield for the whole sunflower hybrids. The yield varied from 30,5q/ha (FAVORIT)and 41,5q/ha(KONDI). In unirrigated conditions, the yield had the lowest level and it depend on the climatic condition of the crop year. KONDI hybrid showed a stable yield in unirrigated conditions and different climatic conditions between 2009-2011. FAVORIT hybrid yield was very much affected by the weather conditions of the crop years.

Key words: tolerance, geomorphological unit, pedological rate, yield

APPRAISAL ANALYSIS OF AN AGRICULTURAL COMPANY AND ESTABLISHMENT OF A DEVELOPMENT STRATEGY

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Abstract

The paper presents the diagnostic analysis of SC Agrozootehnica Indeoendenta SA from Calarasi locality, analysis performed based on the data provided by the annual financial statements and those in the commercial, managerial, technical and technological sectors. The analysis started with the realization of the internal and external factors appraisal matrices of each branch of activity from the company, as well as the preparation of the internal and external factors global appraisal matrices (MEFI and global MEFE), based on which the development strategy was identified, by setting the values identified through matrix, in the SWOT model. The company SC Agrozootehnica Independenta SA is positioned in the IInd quadrant from the SWOT chart, quadrant that highlights the status of a company that has numerous advantages, but meets an unfavourable environment, so that it must use the strong points in order to create opportunities in other complementary activity fields or on other markets. Following our analysis, the recommendation is for SC Agrozootehnica Indeoendenta SA to adapt and implement a diversification strategy.

Keywords: economic MEFI, commercial MEFI, technical and technological MEFI, managerial MEFI, global MEFI and MEFE, diversification strategy.

INTERDEPENDENCE BETWEEN INVESTMENT RISKS AND THE INNOVATION DEVELOPMENT OF THE COUNTRY

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Abstract

This article is dedicated to research of the role of investment risk and implement innovations that ultimately leads to increased competitiveness fence at different levels of economic activity. It is well known that the interdependence between risk and profit, but there is a strong interrelationship between the risk of investment and innovative development of the country. Based on this purpose have been characterized elements of investment risk has been made an investment risk analysis, innovational process and performance indicators. In that article presents a vision of innovation and investment activity in Moldova. Here are considered the main components of development indicators are presented that characterize performance, identifies trends in international and local level. Addressing the investment process both at national and global level allow to assess the influence of innovation on the development of innovative risk of the country.

Key words: risk, investment risk, risk of innovation, innovative development, innovation management, investment management

THE REDUCTION OF HUMAN POTENTIAL - RISK FOR REDUCTION OF THE SCIENTIFIC AND INNOVATIVE POTENTIAL IN REPUBLIC OF MOLDOVA

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Abstract

Reduce the potential scientific and innovative the country mainly depends on two factors: brain drain and lack of motivation. Exodus of intelligence (brain drain) is a strong correlation with labor migration in Moldova. Although labor migration is an international phenomenon, the brain drains if Moldova has a negative effect. Labor migration is the result of the economic crisis, which is directly proportional to the growth of an exodus of intelligence. Lack of motivation for the young is the second problem of reducing the potential scientific and innovation in the country.

Key words: *the potential scientific and innovative, exodus of intelligence (brain drain), lack of motivation, labor migration.*

COMPARATIVE STUDY ON THE ECONOMIC EFFICIENCY OF PENSIONERS IN THE URBAN AND RURAL ENVIRONMENT

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Abstract

The expansion that rural tourism has witnessed in the late XIXth century was determined by the existence of two reasons: on the one hand the revival and development of the rural area, and the other hand the alternative tourism form compared to traditional, classic or table tourism [2]. It is known that, regardless of the external environment in which tourist accommodation units operate, an important role belongs to the quality of the services offered and the satisfaction level of the customers [3]. This study aims for a comparative analysis on the economic efficiency of the Ruby'n Pension located in a rural area and the Casa Mica Pension from the urban area. The reason for choosing these two units is that the types of tourism they represent are significant areas of operation, namely leisure tourism ("Ruby'n" Pension) from the Vatra Dornei area and business tourism ("Casa Mica" Pension) from Bucharest [5]. Based on the existing methodology in the specialized literature we computed specific indicators in order to highlight economic efficiency [4]. Based on the analysis of the main financial standing indicators and the evolution of income and expenditure one may conclude that both companies are profitable.

Key words: customers, economic efficiency, Pension, tourism.

ECONOMIC APPROACH ON FAST-FOOD UNITS - CASE STUDY

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Abstract

The globalization phenomenon that characterizes the century we are living in includes even the food we consume which is mostly fast-food products. Fast-foods are internationally expanding at an amazing pace. In the century of speed, when the modern man is in a permanent rush for confirmation, success, money and the time is passing unbelievably fast, the fast-food is a perfect alternative for having a meal out in the city or for preparing dinner at home [5]. Because fast-food products are delicious, abundant, relatively cheap and available in any moment of the day, this type of restaurants are found almost everywhere, and in addition, these have home delivery options, are appreciated and consumed by all age categories, so that fast-food has become a worldwide appreciated phenomenon. In support of the previous mentions, we shall emphasize an economic analysis performed for the Burger King Plaza Restaurant during 2010-2011. The results of the analysis may be appreciated as for being satisfying, although there is a need for improvement if this unit is to cope to the current and future conditions. In order to attain customer satisfaction level increase, as well as to decrease the risk of losing constant customers towards a strong competition, variety, quality and diversity of the product range are means to ensure the efficiency of the activity carried out.

Key words: fast-food units, economic approach, efficiency activity

THE IMPORTANCE OF THE COMPETITIVENESS OF THE COUNTRY TO COUNTER THE ECONOMIC CRISIS

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Abstract

In the current environment characterized by global competition in an increasingly integrating world markets, dynamism, scale and sustainability of technological development have become the decisive factor in recovery after the crisis and improve the competitiveness of the economy. Providing innovative character of technological development is especially important because only in this way can accelerate the creation of a new modern upgraded facilities and the development of competitive products. The experience of developed countries shows that one of the factors of sustainable human development in the Third Millennium is an effective and targeted use of scientific developments in production, as well as their active involvement in the production process.

Keywords: economic development, innovations, technological development, competitiveness of the economy.

LEVEL AND STRUCTURE OF PRODUCTION EXPENSES FOR THE WHEAT CROP - REGIONAL DISPARITIES -

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Abstract

The objective of research focused on the level and structure of production expenses for the wheat crop in the eight development regions of Romania. The study was based on the data collected from 270 surveyed households during different IAE projects. Well-known methods and procedures were used for the calculation of production costs, and the analysis used the criterion of regional location and the standard economic size. Regardless the physical and economic size of holdings, the structure and size of input expenses for the wheat crop reveal a positive aspect referring to the respect and application of basically the same specific technological consumptions, under the conditions in which throughout the year, the prices for seeds, fertilizers and phyto-sanitary substances slightly varied across regions. At the same time, in more than one quarter of the small and medium-sized holdings in the Region West, the investment expenses are oversized compared to the declared operation capacity.

Keywords: agricultural holding, production costs, wheat production, economic size