

Chapter 15

The Effects of the Transition Period on the Knowledge Transfer Market in Romanian Agriculture

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ABSTRACT

As the process of globalization intensifies, the demand for agri-food products is growing and much technical progress is needed. In the process of manufacturing agri-food products, a special role is played by the knowledge transfer market. At the same time, its functionality is given by the size, quality, and structure of the main components: supply and demand of information and knowledge, linkages between the two components. Linkage vectors between the two components coordinate the process of knowledge and information transfer from the producers (research entities, universities, and the business sector) to the beneficiaries (the agricultural producers). The chapter captures the evolution of these actors involved in the knowledge transfer market of the Romanian agriculture.

INTRODUCTION

In 2016 the agriculture contributed with over 15 billion euros to the socio-economic development of Romania. This sector pushed our country to the top of the largest agricultural producers in the European Union. It is also worth noting that over the past ten years Romania has recorded high yields in field crops. For 2017, the specialists estimate higher yields, except for the southwest part of the country

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(Banat Region), where drought has compromised sunflower and maize crops. According with the World Economic Forum, at the global level the sectoral results are marked by the moment of economic sector recovery, because technological and geopolitical forces continuously shape and redefine economic, social and political order. The Global Competitiveness Report 2017-2018 emphasizes the poor values of indicators related to research sector in Romania, that reveals the existence of unused skilled resources.

The increase of quality and quantity of agricultural production as well as the activities efficiency have a significant contribution to the sector development, ensuring also food security. This is related to implementation of scientific results; the absorption capacity of the newest information and knowledge in agricultural activities; functionality of the relationship between information and knowledge producers, on the one hand, and their consumers, on the other hand.

THE SCIENTIFIC KNOWLEDGE MARKET FOR AGRICULTURE

The market of scientific knowledge for Romanian agriculture is an important component of the general market. The market of scientific knowledge is a part of the classic configuration, placed it on the face, on the one hand, two established actors (research, as a producer of information and knowledges, and agricultural producers, as recipients/ beneficiaries of the results from the research activities) and, on the other hand, the vectors for linking the both actor mentioned, in a way the mean for communication between them, as follows:

- Information and knowledge producers, which have a unanimous and quasi-determinant role in the current stage, these being represented by research institutes and research centers as well as agronomic and veterinary universities, the business environment and various NGOs which have as their main object of interest the scientific research that have as result producing of information and knowledges.

Consumers or beneficiaries of information and knowledge are represented by landowners, agricultural holdings - indifferent of their age, school education, organization and / or farm profile of the farmer, etc.

The vectors of the links between information and knowledge producers and consumers of them and / or beneficiaries of information and knowledges which are the “channels” through which information and knowledges circulate from producers to consumers, and them are represented by: educational environment, consultancy, extension, mass -media, etc.

In the knowledge transfer market of agriculture, forestry and food industry the demand for information and knowledges is determined by a number of factors, among which a significant role is played by the following:

- The general level of economic and social development;
- Status and functionality of specific legislative and institutional structures referred to the domain;
- The general degree of absorption - within each field of activity of the sector - of the technical and scientific progress elements;
- The personal characteristics of the actors involved, their economic status and their profile. This category of factors includes: Information and Knowledge Producers - R & D institutes and special-

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