



**Universitatea de Științe Agronomice și Medicină
Veterinară din București**

**Școala Doctorală pentru Ingineria și Managementul Resurselor Vegetale și
Animale**

TEZĂ DE ABILITARE

STRATEGII DE DEZVOLTARE ÎN AGRIBUSINESS

HABILITATION THESIS

AGRIBUSINESS STRATEGIC DEVELOPMENT

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Keywords: agribusiness, strategic planning, value chain

Abstract

The thesis reflects, in a condensed and substantiated way, how the evolution of the academic career has been accompanied by scientific research, professional results, recognition and impact of the activity in the field of Engineering and management in agriculture and rural development, after obtaining the PhD title. The results are analyzed both in the present and in the prospective context of the development of the approached field of science, referring to the most relevant sources of information regarding the current state of knowledge in the field, and with the pertinent analysis of the trends that occur at local, regional, national, European and world-wide level.

The thesis is structured into two main parts: Scientific, Professional and Academic Achievements and Professional, Academic and Scientific Career Development Plans, which are completed, for a more appropriate understanding of the thesis, by the Abstract in Romanian and in English languages, relevant keywords (both in Romanian and English languages), the list of abbreviations and acronyms and the bibliography.

Naturally, the most consistent part, both in terms of volume and scientific content, is the one that argues the way in which the career so far justifies the obtaining of the status of doctoral supervisor: Scientific, Professional and Academic Achievements.

The author's scientific, academic and professional achievements are grouped into the main areas where achievements have been realized so far, and are intended to support the activities of research, development, innovation, technology transfer, service delivery, production, visibility, and not only, in the direction of academic and professional career development. In this context, through the results of the scientific, professional, academic, research and acquired professional prestige, the author contributed to the development of three specific research areas: Research on business development in agribusiness; Contributions to Strategic Planning in Agriculture and Rural Development; Achievements in managerial consultancy. Within each of these three areas of development, the achievements are measured in terms of their originality in the context of the current state of art of scientific research in the thematic field, both internationally and nationally.

Concerning the part of research on business development in agribusiness, the thesis focuses on three directions in which the research results were published articles of relevant journals, which were, in turn, cited in other specific papers. Firstly, the efficiencies of the apple production in extensive, intensive and semi-intensive systems of production in the specific conditions of Northern Transylvania were compared. It has also included the comparative study between the profit obtained from the organic farming system (both certified and during conversion period) and the conventional farming system. At the end of this section, the marketing orientation of agrifood companies, with a focus on consumer research, as well as the way in which rural tourism services can serve as an integrating factor in the value chain of agri-food products are investigated.

Contributions to Strategic Planning in Agriculture and Rural Development are an important part of the thesis, substantiating the author's practical capacity to analyze complex factors of involvement in the design of viable strategies, as a member of a multidisciplinary team (National Strategic Framework for Sustainable Development of Agri-Food Sector and Rural Area in the period 2014-2020-2030, drafted within the Presidential Commission for Public Policy for Development of Agriculture for the period 2009-2013); or as an external expert (Framework Document for the Intelligent Specialization Strategy of the Northwest Development Region as a member of the Scientific Committee of the Intelligence Specialization Strategy of the North-West Development Region with expertise in the field of agrifood); or as a manager (Strategic Plan of the Association "Cluster Agro-Food-Ind Napoca" - AgroTransilvania Cluster, designed as General Manager of the Association in 2013 and updated in 2015).

Managerial consultancy achievements complement the information presented above, providing concrete references to how scientific outcomes of short-value chains have been applied in the real economy within project partnership development that would not only provide added value to producers, but also involves marketing actions to create identity and to promote local products.

Scientific, professional and academic achievements continue with a retrospective review of the main research, advisory and institutional development projects to which the author has contributed, with the main purpose of confirming the skills to coordinate research teams or to integrate into these. It also briefly outlined the publicist activity after receiving the PhD title, counting 16 articles as the first author / correspondent author or co-author in ISI rated journals and 54 articles as the first author / author or coauthor in journals indexed in prestigious

international databases. The results of the publication were, also, integrated into the 5 scientific books and 4 student support courses, and the list is completed by various other publications that had as target group not only the specialized academic environment but also the general public, for which they were published in magazines intended for them.

The scientific, professional and academic achievements part is, objectively, is ended by emphasizing the professional recognition and the impact of the activity (professional prestige), which shows how the obtained results contributed to the integration into the scientific and professional community, including the 24 citations in Thomson Reuters indexed journals and 78 quotes in journals listed in international databases; the status of invited professor in the Masters and Doctorate Defense Committees (national and international: France, Italy, Iraq), the quality of invited / key speaker at national and international business conferences, or invited member of the European Union's or other international organisms' economic delegations.

The thesis ends with the Professional, Academic and Scientific Career Development Plans, divided into three directions: the area of teaching, the area of scientific research and the area of professional prestige in the future period, emphasizing forthcoming intentions and directions of development, to which it is intended to involve and coordinate young researchers. Research, innovation, development and technological transfer projects under implementation, evaluation or preparation stage are also mentioned as a basis for the provision of research positions, in topics both requested both by the research environment and by the economic one.