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MARKETING AGROSUBJEKATA U INFORMATIČKOM OKRUŽENJU

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Disertacija ⁽²⁾

U radu je metodički sagledana, primjenom kvantitativnog i kvalitativnog istraživanja, trenutna razina upoznatosti i korištenja novih tehnologija u službi marketinga kod agrosubjekata u Republici Hrvatskoj. Rezultati i iznesene spoznaje daju osnovu za reagiranje u svrhu poboljšanja aktualne problematike i nadolazećega razdoblja koje će zahvatiti poljoprivrednike. Biotehničke znanosti, zbog stalnoga praćenja, proučavanja i kontrole međuzavisnih procesa i kompleksnih odnosa, stvaraju potrebu za jedinstvenim sustavom diseminacije znanja i spoznaja. Za upravljanje skupom informacija, nastalim tijekom tih procesa, treba imati sustav koji će prenositi i skladištiti sakupljeno znanje na siguran, jednostavan i cjelovit način u realnome vremenu. Ključnu ulogu, na osnovi današnjih saznanja, mogu odigrati informacijsko komunikacijske tehnologije (ICT), koje obuhvaćaju uporabu računalnih i komunikacijski tehnologija te tehnologija prijenosa i upravljanja informacijama. Internet, zajedno s ostalim informacijsko komunikacijskim tehnologijama (ICT), predstavlja sredstvo za premošćivanje jaza između stručnjaka iz različitih struka, ljudi iz ruralnih područja i poljoprivrednih proizvođača, kroz interakciju i dijalog. On, također, može učvrstiti nove suradnje i umrežavanja kroz međusektorska povezivanja između vladinih institucija, različitih potpornih agencija i samih poljoprivrednika. Implementacijom poljoprivrednoga sektora s informacijskim tehnologijama nailazi se na različite ograničavajuće čimbenike kao što su potreba rekonstrukcije sektora, ulaganje u nova sredstva komunikacije i popratnih platformi, slaba informatička pismenost poljoprivrednika, nedostatak odgovarajuće infrastrukture itd. U tome smislu internet i suvremene tehnologije mogu stvarati pozitivne promjene u agraru. Primarni je cilj disertacije bio teorijski razraditi program i proces aplikacije marketinga u agro sektoru, uz prikaz taktičkih i strateških opcija s gledišta pojedinoga gospodarskoga subjekta iz agro sektora, uz pomoć IT tehnologije. Analizom je utvrđeno da u nas ne postoji u dovoljnoj mjeri razrađen ni teorijski pristup agro marketingu, a to otežava i praktičnu implementaciju marketinga te integraciju IT tehnologija u marketinški program i marketinški proces. S obzirom na posebna obilježja karaktera poljoprivredne proizvodnje, teško je u ovome području aplicirati tradicionalni industrijski marketinški mik. Prihvatljivije je, stoga, poljoprivredne aktivnosti promatrati kao proizvodno uslužnu djelatnost i

razmotriti dodatna „3P“ elementa (people – ljudi, process – procesi, physical evidence – fizički dokazi), što je u radu razrađeno. Primarno istraživanje provedeno je s ciljem utvrđivanja spremnosti poljoprivrednih subjekata na usvajanje i primjenu informacijsko komunikacijskih tehnologija.

Pri istraživanju korištene su metode kvalitativnog istraživanja metodom dubinskog intervjua i kvantitativnog istraživanja primjenom metode CATI. Istraživanje je provedeno na slučajnom uzorku obiteljskih poljoprivrednih gospodarstvima (N=572), dvoetažno stratificiran (prema županiji i veličini naselja), koja su 2009. primila poticaj prema službenome dokumentu Agencije za plaćanje u poljoprivredi, ribarstvu i ruralnome razvoju. Na promatranom uzorku OPG-ova, utvrđena je niska razina posjedovanja i primjene informacijskih tehnologija, kao i osposobljenosti samih poljoprivrednika.

Nakon pregleda križanja prema demografskim pokazateljima, moguće je zaključiti kako se OPG, koji ima najrazvijeniju informatičku pismenost, nalazi u Zagrebačkoj županiji, registriran je između 2000. i 2005., posjeduje vlastitu web stranicu te se bavi stočarskom proizvodnjom na površini između 5 i 10 ha zemlje. Naravno, navedeno je uprosječni rezultat, s ciljem generiranja informacije o profilu informatički educiranog OPG-a, što ne isključuje dobre primjere izvan promatranoga profila. U doktorskoj disertaciji, hipoteza koja iznosi da poljoprivredni sektor ima veliki potencijal i prostor za poboljšanje kroz korisnost koju donose informacijske tehnologije, potvrđena je analizom sekundarnih podataka i rezultatima primarnog istraživanja. Argumentiranje dokaza te hipoteze ujedno je i najvažniji izvorni znanstveni doprinos ove doktorske disertacije.

Ključne riječi: marketing, agrosubjekti, informacijsko komunikacijske tehnologije

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MARKETING OF AGRI-BUSINESSES IN ICT ENVIRONMENT

Doctoral thesis

By means of quantitative and qualitative research the doctoral dissertation has attained methodical insights into competences and usage levels of new technologies for marketing purposes in agri-businesses in the Republic of Croatia. The results and observations provided in the thesis indicate that swift action is required in order to improve the current situation and prepare farmers for forthcoming changes. In biotechnical sciences there is a need for continuous updating, research and control of interdependent processes and complex relations, which in turn creates a need for a unified system of knowledge dissemination. In order to manage a set of information arising from such processes, it is necessary to have a system that will allow us to store and transfer the acquired knowledge in a safe and simple way in real time, ensuring completeness of information. In today's world, the key role in this process is to be played by information and communication technologies (ICT) encompassing the use of computers and communication technologies, as well as technologies for information management and transfer. Together with other ICT, the Internet is a resource that can bridge the gap between professionals of different expertise on one hand and people living in rural areas and farmers on the other, as it provides a platform for interaction and dialogue. Furthermore, ICT can foster new cooperation and networking through inter-sectoral contacts between government institutions, different support agencies and farmers. The efforts to implement ICT in the agricultural sector are held back by a range of limiting factors, such as: the necessity to reconstruct the sector itself, required investments in new communication systems and adjunct platforms, low levels of computer literacy among farmers, insufficient infrastructure, etc. Taking all this into account, it is obvious that the Internet and modern technologies can be drivers of positive change in agriculture.

The primary goal of the dissertation was to develop a theoretical program and process of marketing application in agricultural sector, followed by tactical and strategic options from the standpoint of a particular business entity operating in agriculture, which can occur by using ICT. The analysis has revealed that in Croatia even the theoretical approach to agri-business marketing is underdeveloped, which makes it difficult to implement marketing in daily operations, and to integrate ICT in a particular marketing program and marketing process. Given the specific characteristics of agricultural production, the traditional industrial marketing mix cannot be applied there in a straightforward way. It is more acceptable to observe agricultural activities as a combination of production and services and to take into account the additional "3P" elements (people, proce-

sses, physical evidence), which was duly considered in the dissertation.

The primary research was conducted in order to determine whether, and to what extent, agri-business operators are prepared to adopt and apply ICT. The qualitative research was carried out by in-depth interviews, whereas CATI method was used for quantitative research. The research was carried out on a random sample of family farm businesses (N=572), with two-phase stratification (by the county and village size). Only the farms that were subsidized in 2009 (according to the official document of the Paying Agency for Agriculture, Fisheries and Rural Development) were included in the survey. Judging by the family farm businesses included in our sample, there is a low level of ICT possession/usage, as well as ICT competences among farmers. After investigating the cross-tabulation according to demographic indicators, it can be concluded that the average family farm business with the highest level of computer literacy is situated in the Zagreb County, was registered in the period between 2000 and 2005, has its own web-site, livestock farming is its primary activity, carried out on the land plot of 5-10 hectares. This is, of course, the average result intended to generate information on the profile of an ICT-competent family farm business, which does not exclude good examples outside this average profile. The hypothesis proposed in the dissertation was that the agricultural sector has a great potential, with ample room for improvement achievable through benefits brought about by information and communication technologies. This hypothesis was confirmed by the analysis of secondary data and the results of primary research. Substantiating the stated hypothesis can be highlighted as the original scientific contribution of the doctoral dissertation.

Key-words: marketing, agri-businesses, information and communication technologies