

ENTREPRENEURIAL POTENTIAL IN THE TERRITORY GAL MICROREGION HOREZU VILLAGE FROM THE PERSPECTIVE OF 2014-2020

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In an era in which liberalization of the market, which is characterized by the emergence of new products and markets, severe competition, often facilitated by the technological developments and the creation of new, competitive and innovative rural business and modernization of the existing ones is no doubt, a determining factor in your success all of the decision-makers to facilitate adjustment of ruralului" Romanian. This is due to the fact that the business competitive in rural areas are vital for economic growth, because they play a key role in leveraging local resources, create and maintain jobs,. We strive to follow in Horezu village territory GAL Microregion behavior and of the future vested entrepreneur that affect of carrying out the program for the provision of information and training of persons in the rural areas, from the perspective of new PNDR 2014-2020.

Key words: entrepreneurial potential, rural development

Jel code: D43

Introduction

The study is based on a qualitative and quantitative research undertaken in the territory GAL Microregion Horezu village Valcea County he wishes to respond to a series of questions in the current stage of Romanian agriculture: Is entrepreneurship a perspective for farmers or a concern? What opportunities for progress of a business are in the area? What is business typology in its territory GAL Microregion Horezu village? Is there a chance of success of a business in rural areas? What are the manifestations of market farmers to initiate or expand a business? It is entrepreneurship a challenge for the rural environment?

From the point of view of producatorulului, the study proposes to identify: What is the profile vested in its territory GAL Microregion Horezu village? Would be interested in training and education venture? What business ideas and concerns the expansion of your business there are in the area?

Material and method

Research procedure used: survey questionnaire and interviews structured. The questionnaire was composed of 35 questions, most of which were open questions (with response varied).

The sample is represented by 136 participants at the course of training and information aged between 18 and 65 years of 6 common territory GAL Microregion Horezu village (Stroesti, Tomsani, Vaideeni, Horezu village Maldaresti, relics), for the most part are farmers. During the investigation: 24 October 2014 to 30 November 2014.

The indicators that have been tracked in interviewing producers were:

- Indicators of initiative (capacities of organization of life, free private initiatives);
- Indicators of existential frame (natural environment, social and resources available income/head per capita, degree of education);
- Indicators descriptivi (types of occupations and economic activities)
- Indicators objective and subjective indicators (preference for certain specializations, the idea of a future association);

- Indicators the social situation (encourage/discourage by the authorities, the quality advice);
- Natural Motion to the population;

Methods of processing data have been modeling statistical method, graphics and statistical tables. In the case of the investigation carried out quantitative and qualitative difficulties have not occurred in the transmission of information.

Results and discussion

Romania does not have a long past in the market economy, current generation of businessmen being first-generation.

The results of the survey show that for people living in rural areas of the territory GAL Microregion Horezu village, the education level is low, the greatest share of the rural population with ages between 25 and 64 years following only gymnasium (38, %).

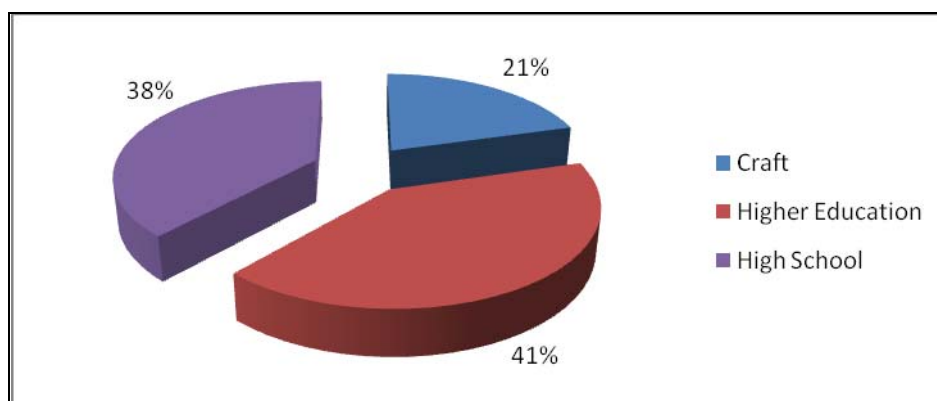
Personal motivations and those connected with the work for which they were meant participation in formal education have had a significant weight (79 %) in relation to the number holdings.

The project had as its objective non-formal education have been included education activities carried out in an organized manner and planned outside educational institutions, with a certificat of participare. In Romania the participation in formal and informal education of persons between 64 year olds was 1.4 percent but, however, at a suitable distance from the EU28 (9.0 % in 2012).⁵⁸

In the territory GAL Microregion Horezu village, most farmers have started on the road without having an educational specialty (formal) in the field. On the way, some have completed training through the courses of long or short duration, others learned from other people's experience and some others have studied on their own to become better specialists from their own business. So in the 136 surveyed revealed only 21% of them have a profession and 41% of them have higher education.

Chart 1.

**The level of education and training in
ITS TERRITORY GAL Microregion Horezu village**



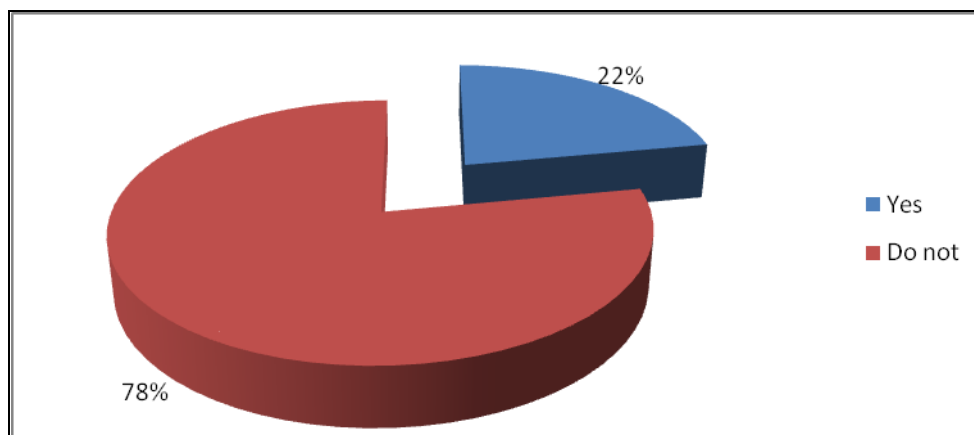
Source: investigation on the basis of the questionnaire in October 2014- November 2014

In 2012, in Romania, most higher education graduates domiciliau in urban areas (88,4 %) and were women (According %). More than half of secondary education graduates were also residing in urban areas (64,0 %).

⁵⁸ Social trends, INSSE, 2013

Chart 2.

**The level of education venture in
ITS TERRITORY GAL Microregion Horezu village**



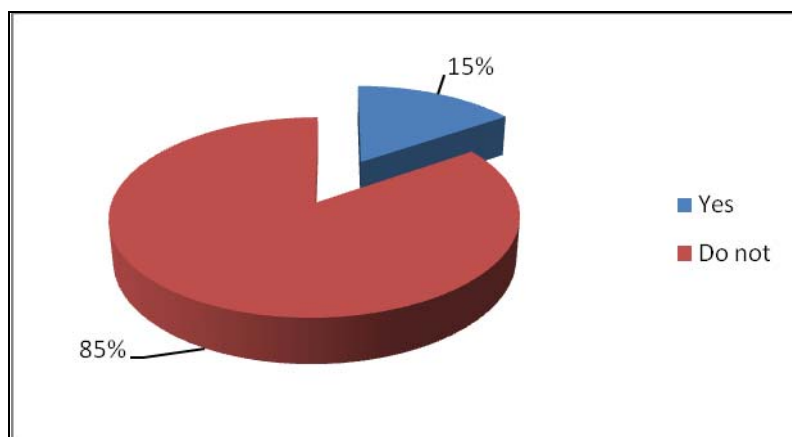
Source: investigation on the basis of the questionnaire in October 2014- November 2014

Informal education, (graph 2) in rural areas is low represented, people surveyed have not followed courses of a need, but from curiosity, by voluntary service, in the course of a training program organised through GAL Microregion Horezu village, financed by the measure 4.1.1.1.1. Our explanation is that the participants in such courses are distributed as long as these courses may be carried out at home. More than visiting successful projects, or to carry out thematic excursions will be restricted to certain opportunities. So during the period 1997-2014, only 22% of the persons questioned attended a course of entrepreneurship.

Our goal in the course of the training program and information has been increasing Staying motivated and entrepreneurial skills for those 78% of interviewed by knowledge of business opportunities which will provide new rural development program 2014-2020, in particular, for young people.

Chart 3.

**ENTREPRENEURSHIP in expression
ITS TERRITORY GAL Microregion Horezu village**

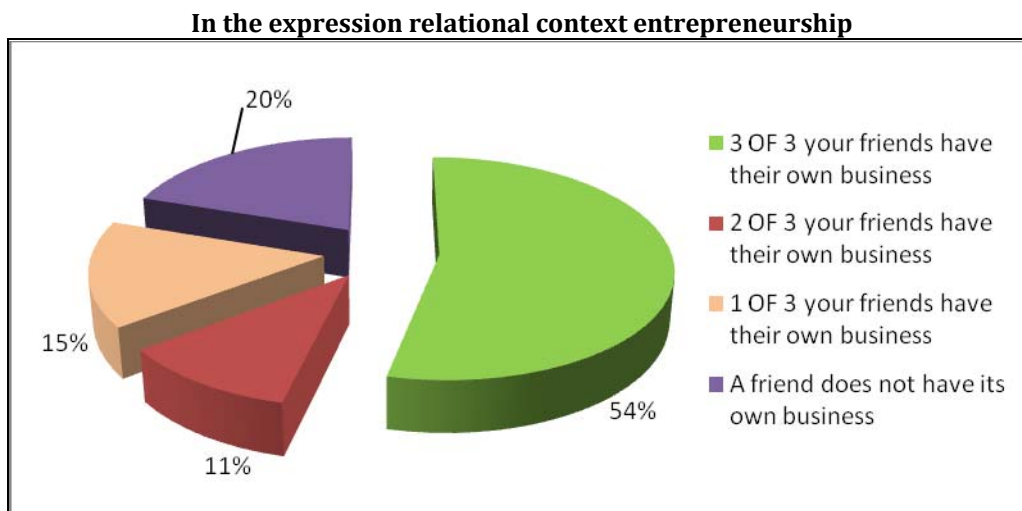


Source: investigation on the basis of the questionnaire in October 2014- November 2014

Number of enterprises newly established in Romania has dropped by 20% as compared to the same period of the year 2013 in accordance with the data provided by the National Office of the Register of Commerce on average 8,800 new entities per month. In Valcea County there has been a decrease in the "star-upurilor" with 26% as compared to 2013. Agricultural sector has known the largest regression in respect to setting up new companies 83 %, but higher education has increased by 18 %, and the domain IT and communications has gone up by 8 %.

In this context, and in the territory GAL Microregion Horezu village, "expulsion" businesses in the rural areas and limited access to local investors was one of the factors which prevent the development and recovery rural economy. This phenomenon is observed in the graph 4 where only 15% of the respondents said they have their own business, justified by limiting the partnership and relations of the market for the recouping of products which they produce.

Chart 4.

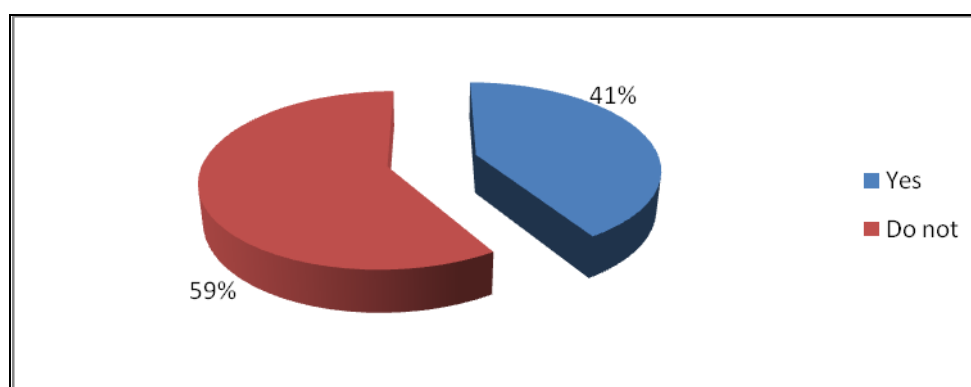


Source: investigation on the basis of the questionnaire in October 2014- November 2014

Distribution of employees by sector of activity in the year 2012, shows that at the national level, most (60,5 %) is found in the field of services (compared to 37,2 % in industry and construction and 2.3% in agriculture, forestry and fisheries).

Chart 5.

The expression of its own initiatives in carrying out a business

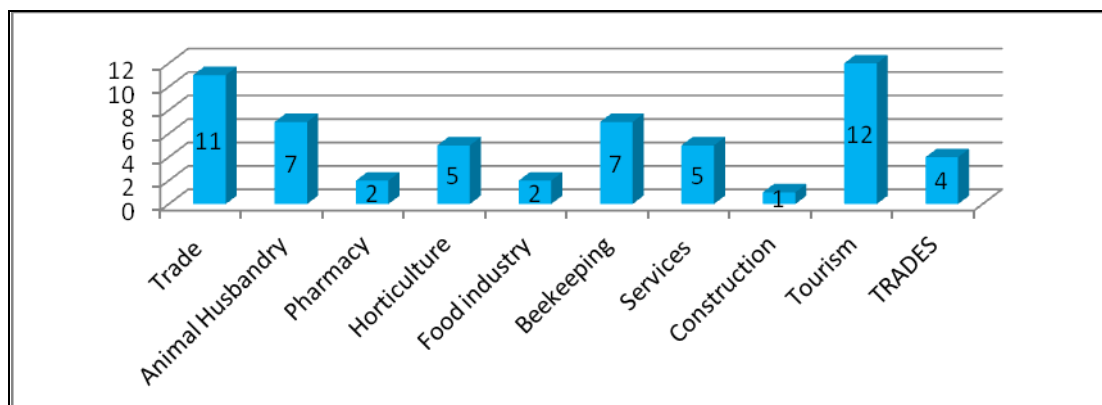


Source: investigation on the basis of the questionnaire in October 2014- November 2014

In the territory GAL Microregion Horezu village more than half of the 136 people surveyed had not tried to initiate a business, the explanation being that our heritage received in the family has its roots during the communist era, free initiative in the rural area is well represented (only 41% of the respondents would initiate a business).

Chart 6.

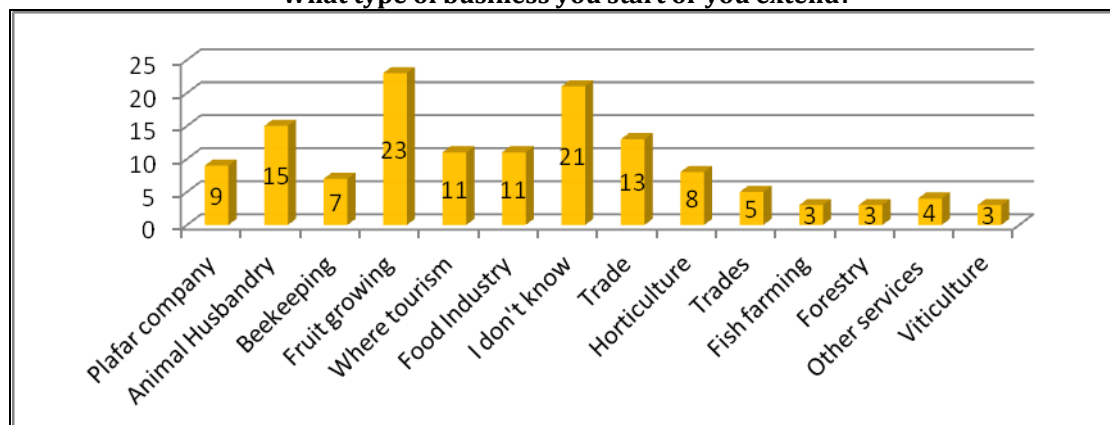
Affairs ruralul typology in Horezu village territory GAL Microregion



Source: investigation on the basis of the questionnaire in October 2014- November 2014

Chart 7.

What type of business you start or you extend?

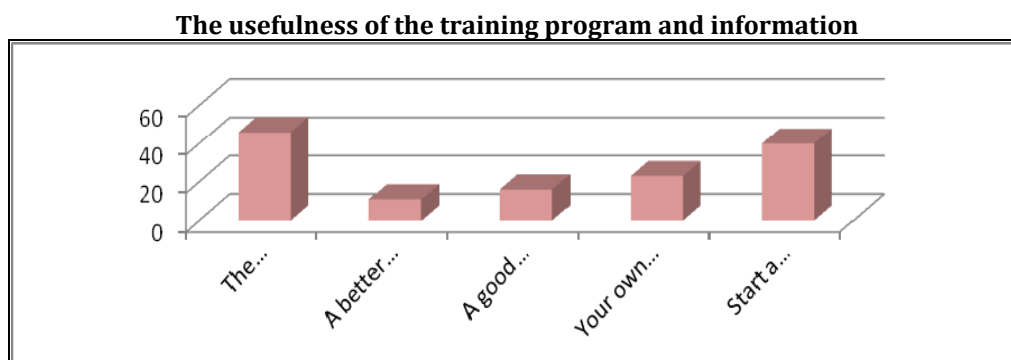


Source: investigation on the basis of the questionnaire in October 2014- November 2014

Small business territory GAL Microregion ruralul Horezu village, we have identified a preference in choice of domain business and economic stability in the tourism sector and trade in products being justified the tourist potential of the area, historical resonance, and the existence of local craft products. For other types of business there were negative economic results which have discouraged small entrepreneurs.

In this way, by the program for the provision of information and training implemented in GAL Horezu village we have identified a reorientation of their own business or initiate others in the context offered by the new PNDR 2014-2020. In chart 8, entrepreneurs and future entrepreneurs want business in fruit growing (trees and shrubs fruit trees), animal husbandry (cattle for meat), agro (modernisation repurchase agroturistica).

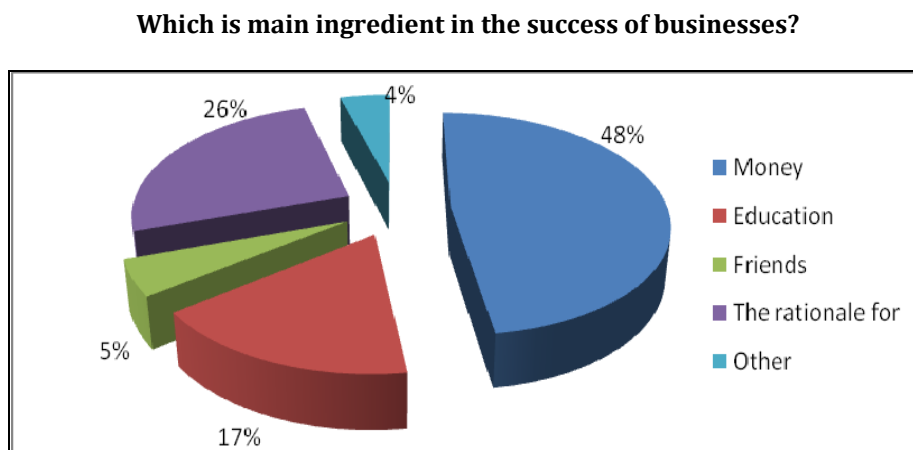
Chart 8



Source: investigation on the basis of the questionnaire in October 2014- November 2014

The participants at the conversion rates for the provision of information and training appreciated pozitiv usefulness of the information received from the perspective accessing European funds through the new PNDR and at the same time for initiating new business.

Chart 9



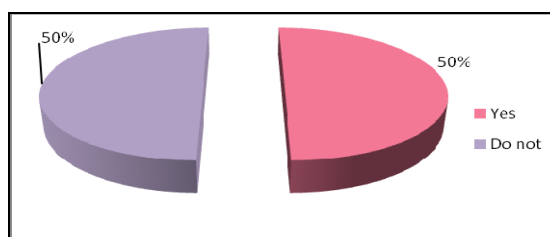
Source: investigation on the basis of the questionnaire in October 2014- November 2014

To the question: What is main ingredient to start a business? Respondents agreed that the money are essential for an economic activity and of the reasons therefor, a desire to be independent plays a crucial role. More than the graph 10, shows us a reluctance to start a business, a fear born of uncertainty of revenue. A stable employment is much more accepted than taking a risk for a business in rural areas.

If this business would supplement an income secured by means of a place of employment, this option has been the most popular.

Chart 10.

**Do you think that it is more important for a job
To provide opportunities than fuse?**

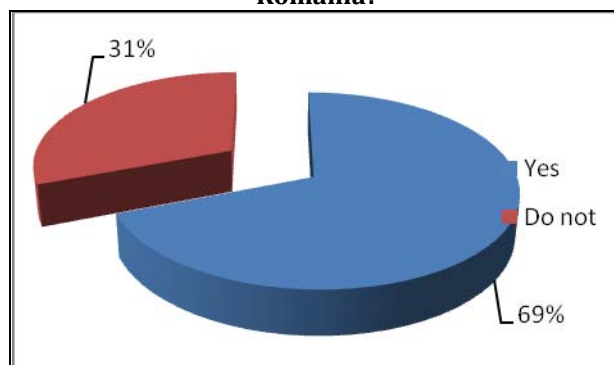


Source: investigation on the basis of the questionnaire in October 2014- November 2014

Chart 11

Do you think are sufficient opportunities for starting a business in

Romania?



Source: investigation on the basis of the questionnaire in October 2014- November 2014

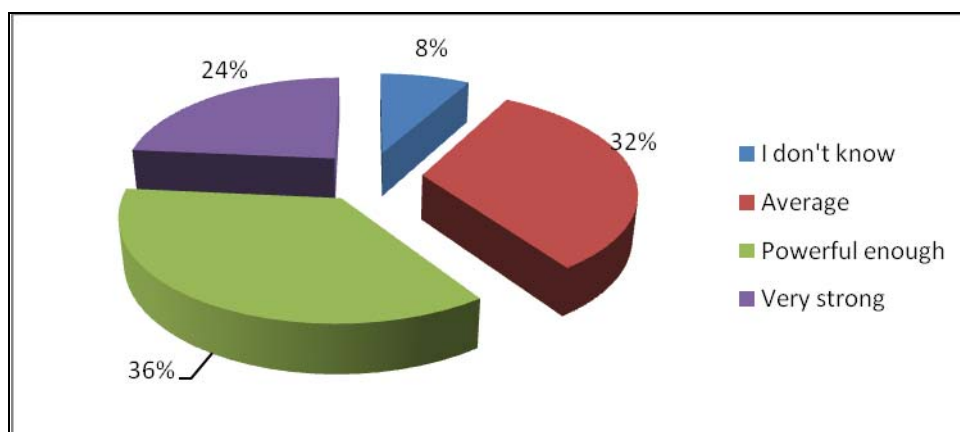
For approximately 70% of the polled, Romania offers conditions for the carrying out of a business in rural areas. This is why we consider the importance of education entrepreneurial income for profitable activities. Farmer (manufacturer) will be facing in the direction of innovative and diversified products for the market in contractual basis.

Chances for success of a business in general, specialized in the production of goods in particular, are given to an extent of larger, of technology. Rate of technological development, in current society, it is still in an increasing trend, with a fast pace, so that increasingly more production processes can be made more cheaply, more efficiently and at a level quality by implements and not by people.

Our study confirms what he said above by the fact that they are fully aware people surveyed need for application of modern technology in obtaining their products, and the lack of capital to sustain an activity efficient cause them to be reluctant to initiate or upgrade their own business. Accessing European funds is a necessity in the current period.

Chart 12.

**How strong is the desire to initiate
OR start your business?**

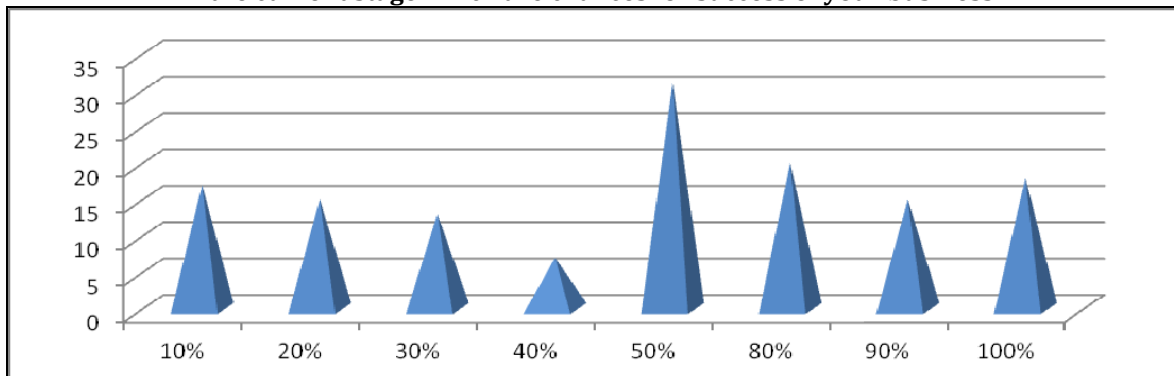


Source: investigation on the basis of the questionnaire in October 2014- November 2014

Having regard to the level of development of intelligent technologies, capable of reproducing to an extent from the way in which certain human characteristics (creativity, intelligence, talent, etc.), increase of the share of manual products would be doomed to fail.

Chart 13

In the current stage which are chances for success of your business?

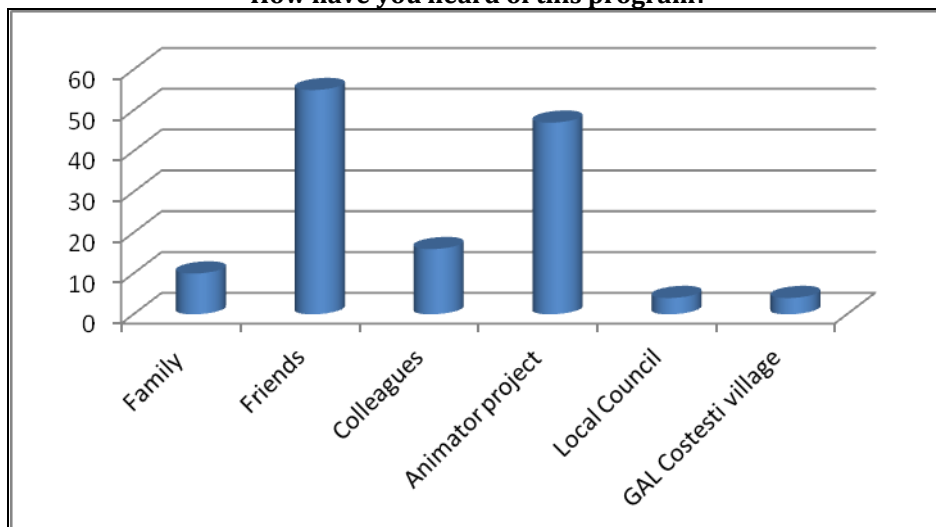


Source: investigation on the basis of the questionnaire in October 2014- November 2014

We can see in the graph 13 manufacturer's perception of bud's chances of success of your business. Having regard to the existing disparities, regardless of the fact that we are talking about chances of a business, income of farmers, living standard of the community, economic decisions, representation of the Community, the culture etc we strive to identify a model for the operation of rural economy with the participation Horezu village community as a whole. The model proposes that, by carrying out employers' associations consider of economic activities, community members to develop in such a way that social flush fitting to be reduced.

Chart 14

How have you heard of this program?

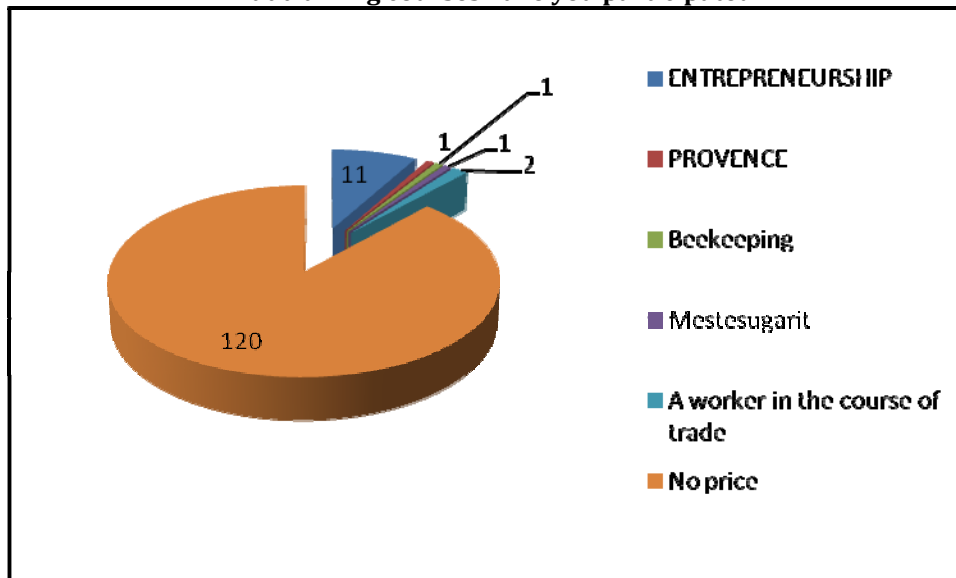


Source: investigation on the basis of the questionnaire in October 2014- November 2014

We appreciate your interest shown by the participants at the conversion rates for the provision of information and training, which have been attracted by means but also friendship relations, the colegialitate have played a special role. And in this case, a comportamnent model can be taken over and the other players of the need to belong to the group (colleagues, friends).

Chart 15

What training courses have you participated?



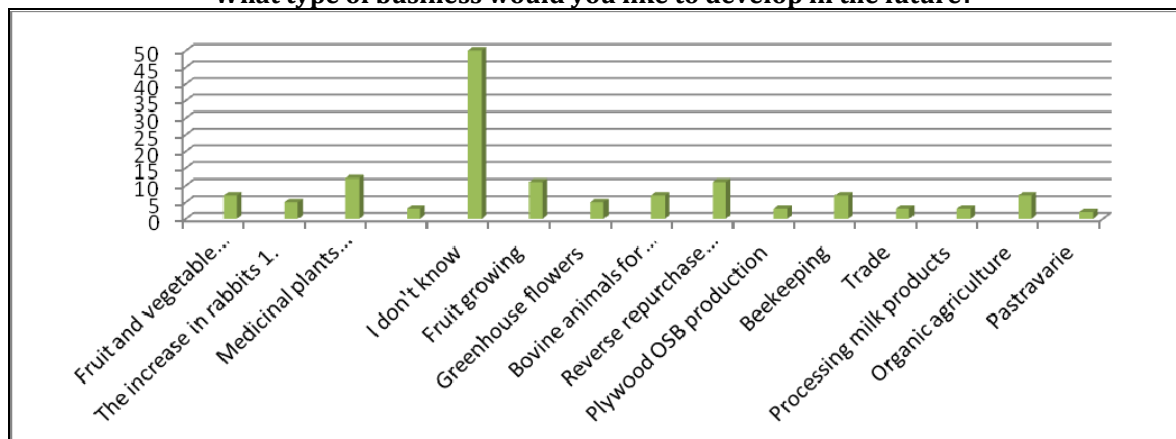
Source: investigation on the basis of the questionnaire in October 2014- November 2014

In our investigation we have identified this poor training courses at only 28 %, of which 6% are bakers, beekeepers, craftsmen. still manifest themselves need training of specialization in among persons in rural areas. Emphasize the role return on investment in human capital, which will have a viable contribution to sustainable growth sustainable and healthy.

In the new rural economy knowledge is the main engine of sustainable development in economic, environmental and social .

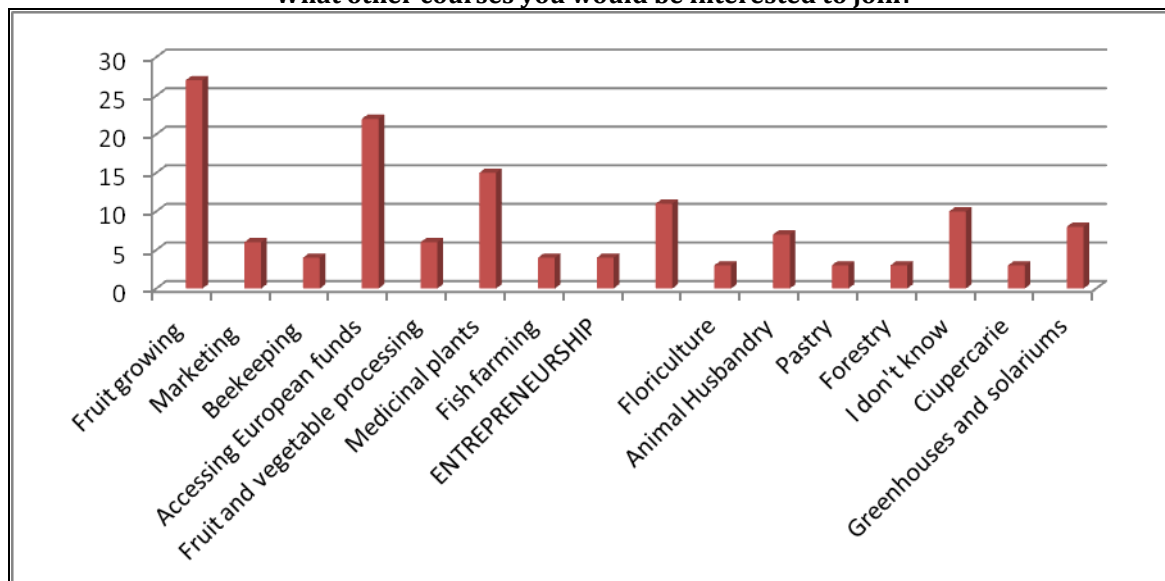
Chart 16

What type of business would you like to develop in the future?



Source: investigation on the basis of the questionnaire in October 2014- November 2014

Chart 17.

What other courses you would be interested to join?

Source: investigation on the basis of the questionnaire in October 2014- November 2014

Most people surveyed recognize the need to complete their knowledge, the exchange of experience with others and appreciate an opportunity to have mentoring will be provided to help both professionally and personally. Often, itself expression problems encountered and needs in the face of a mentor ready to listen and to give advice, leads to find viable solutions.

At present, agricultural advisory services in Romania are insufficient and do not meet market requirements.

This situation particularly affects young farmers who want to install them as heads of the holding, which have a greater potential to grow, but also small farmers. They need access to consulting services quality and adapted to their needs with regard to farm development, and innovation, adaptation to the standards and the requirements of the market, market orientation and the creation of forms associative and promoting entrepreneurship.

These specific needs, generated mainly by excessive fragmentation of agricultural holdings and the lack of forms associative, have perpetuated the phenomenon of duality of small farms and commercial farms, with different needs of consulting services. In addition, the population in rural areas has no need for specific advice relating to the taking up of economic activity in rural areas, in areas non-agriculture.

Conclusions and proposals

Developments in the agri-food sector in Romania requires a high level of technical training, economic and business management at farm level, in order to carry out successfully EU standards (food safety, animal health, environmental standards, etc.) and to make a more competitive environment.

Thus, at national level, the degree of participation in the process educational or training of the population aged between 64 year olds years is 1.4 %, in the case of the rural population it should be at a level and lowest, namely by 0.5 %.

Small business territory GAL Microregion ruralul Horezu village, we have identified a preference in choice of domain business which offers a economic stability in tourism and trade in products being justified the tourist potential of the area, historical resonance, and the existence of local craft products.

In our study need of specialization in fruit growing, given potential of the area, coupled with the need knowledge in accessing European funds. An appreciation of a very good and an option at the same time prevailed for the modern technologies in the processing medicinal plants.

Improvement of the level of knowledge and skills of farmers will contribute to the restructuring and modernization of farms (small and medium-sized enterprises), diversifying the product range, orientation toward the market small farms, the adoption of innovative technologies and

best practices, in particular by young farmers and the creation of short supply chains. You will also be encouraged sustainable management of natural resources and the adaptation to climate change.

Sublim importance of associating as a way for accomplishment of the need to belong to a group, which is fundamental to meet and other needs, such as those of safety or economic welfare. Pairing becomes the solution for to accommodate the needs of material resources, financial and human for recouping products obtained, and penetration of the market niches the most appropriate and effective.

Provision of advice specific to young farmers and small will lead to the growth of the degree of market penetration of small farmers, increasing economic viability of farms run by young farmers but also to the diversification of activities at farm level, with subsequent effects on the competitiveness of farms.

Advice on particular aspects of the process of formation and development of the forms associative will stimulate formation of producer groups and it will help them in stages of development and effective implementation of the investment projects. Also, advising them to initiate the new business on a small scale in rural areas will help to stimulate entrepreneurship and to the economic development of rural areas.⁵⁹

Collaboration between farmers, the business environment and researchers for initiatives to research through operational groups is particularly important for the frug, whereas restructuring and modernization of the sector requires both new varieties, as well as new management techniques.

We believe that it is necessary to an approach to this concept of more intense cooperation both sectoral and local farmers, in the case of groups of producers, in order to improve and adapt production to the requirements of the market (including aspects of supply, quantity and quality) and to market their products together (including by short chains of supply). Specialized support is necessary to inform and stimulate farmers to be involved in these structures/groups, and to make them work effectively, for the benefit of their members. This need should be addressed including a fiscal policy to stimulate setting up and functioning of forms associative in agriculture. Needs referred to above are present in all agricultural sectors, but frug sector is affected specifically by the lack associations, which also contributes to the low competitiveness of primary producers.

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