

THE ROLE OF MANAGEMENT STRATEGIES FOR THE RURAL COMMUNITIES DEVELOPMENT

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Abstract

The study wants to analyze the importance of management, and especially the importance of management strategies for the rural communities development, so for a better analysis of this fact we studied Ghizela commune from Timis county and based on this analysis a development model should be established. The studied commune is located in the North-Eastern part of Timis county, in the hill area of the county, at 30 km from Lugoj town and 60 km from Timisoara city.

From territorial administrative point of view the commune is composed by the following villages: Ghizela, which is also the administrative center, Hisias, Paniova and Sanovita. The reason for which this commune was selected is that it does not have a high level of demographic, economic and infrastructural development and is located at an average distance from the main urbanistic centers of the county (Timisoara and Lugoj). The proposed strategy model is based mainly on solving the problems identified in the analysis of the studied commune, thus in order to facilitate the strategy development and implementation process, the identified problems were classified in different categories (infrastructure, local economy, life quality, involvement of the locals in the local development).

Key words: strategy, management, rural community

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