

ROMANIAN AGRICULTURE - SOURCE OF COMPETITIVE ADVANTAGE

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Abstract

The work includes a macroeconomic analysis of the primary sector, the agriculture of Romania in the european context. The goal is to identify which are the agricultural resources that represent a real competitive advantage. There were analyzed the following resources: natural resources (climate, land fund etc.), capital resources, labor resources, technical resources, organizational resources and market resources. Resource evaluation was performed through synthetic indicators, namely: used agricultural area per capita, used agricultural area per farm, climate incertitude, financial capital per hectare, agricultural area per agricultural equipment, labor consumption per hectare, intensification factors consumption per hectare, the typology of farms and trade balance. The indicators value places the Romanian agriculture on the first 5-7 place in terms of natural resources and in the bottom of the leaderboard for the other resource types. Results that the main source of competitive advantage of Romanian agriculture is represented by the natural resources and in part on the type of farm. These resources determine the cost advantage in a field of prime economic importance and the competitiveness increase of agriculture on the European market.

Key words: agriculture, competitive advantage, resource
