

CAN HORTICULTURE BECOME A SUCCESS STORY IN INCREASING THE COMPETITIVENESS OF THE AGRICULTURAL ENTERPRISES FROM THE REPUBLIC OF MOLDOVA?

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Abstract

The horticultural sector of the Republic of Moldova represents a third from the total agricultural production and has a high importance in the economic development of the country. Horticultural products are high value added products, being very rich in vitamins and very beneficial for human health. Increasing the competitiveness of the agricultural enterprises through the development of the horticultural production will contribute to the modernization of the agricultural sector of the Republic of Moldova. Achieving high level of competitiveness of agricultural enterprises can be realized by improving the technological process of production, production quality assurance, investments in the infrastructure and searching of new sales markets. The purpose of the scientific research consists of revealing the role of the horticultural sector in increasing the competitiveness of the agricultural enterprises, the determination of the competitiveness level of the agricultural enterprises, revealing the factors which influence at increasing the competitiveness of the agricultural enterprises and proposal of measures to increase the competitiveness of the agricultural enterprises by development of the horticultural production.

Key words: Competitiveness, horticultural sector, agricultural enterprises, Total Factor Productivity, Data Envelopment Analysis
