

INNOVATION AUDIT AS AN INNOVATIVE MANAGEMENT TECHNIQUE IN THE AGRICULTURAL FIELD IN SEED COMPANIES

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Abstract

The agri-food sector has become a competitive one on the market in our country, characterized by dynamism, innovation and sustainability; in this case, seed companies are the most vocal and innovative in this field. In this present study, we aimed to analyze the innovation capacity of the seed producing companies in our country, by examining the key indicators, processes and organizational practices of the organizations. The preliminary results highlight the barriers that appear within organizations in the recruitment process, as well as the identification of the necessary methods to maximize their recruitment capacity. The basic instrument of the innovative audit is the questionnaire, and the element of novelty is given by the four elements: the organization and culture of innovation, the strategy and ability to invoke innovative processes and innovative products. The results are presented in the spider diagram based on the score between the categories; they bring out the creativity of people in an organization, the identification and control of barriers that prevent creativity and innovation within the organization, as well as marketing practices to promote innovation.

Key words: innovation audit, innovative management, agrofood sector