

SOFTWARE SOLUTIONS: MASTERING MARKET DEMANDS THROUGH STRATEGIC COMMERCIALIZATION

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Abstract

The lack of innovation within the majority of the Romanian agriculture sector is also due to the low adoption of existing software solutions provided by national or international companies, even though it is known that, through careful planning and execution, the integration of software in agriculture can help increase efficiency, productivity, and sustainability, ultimately leading to a more prosperous and thriving industry. In order to analyse the software market in this area, research is needed to identify current trends and opportunities, as well as any challenges or obstacles that may affect sales and marketing efforts, which can include analysing competitors, studying customer behaviour, and identifying emerging trends in the industry. The current paper aims to study the distinctions between marketing and commercialisation and outline the strategies that can provide valuable insights and guidance for agricultural software companies looking to monetise their products effectively, as the commercialisation of agricultural software is a crucial aspect of the agricultural industry, and it requires a strategic approach.

Key words: digital farming, software applications, commercialisation strategies, customisation services, agricultural software market