

The shortcomings of Romania's agricultural knowledge market

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ABSTRACT

Knowledge is the most valuable ore credited with the potential to make the difference between success and bankruptcy. The agricultural market is featured by fierce competition that needs a significant efficiency leap of production in order to have a strong position. This could be achieved only by a similar bounce in productivity or quality that cannot be obtained without using cutting edge agricultural knowledge. The Romanian agricultural knowledge market is not yet functional and the paper discusses the main reasons of this. The analysis that considered three categories of behaviours for researchers, information producers, consumers and channels, and the model of abroad functional knowledge markets highlighted that these reasons were loss of researchers, land resources, university management mistakes and errors, rupture between research design and the producers' knowledge needs on the background of chronic underfinancing of unproductive sectors such as of information producers.