
**BUSINESS SUCCESS IN PERCEPTION OF
POLISH AND ROMANIAN FARMERS**

**COSMINA-SIMONA TOADER*¹, MALGORZATA ZAJDEL²,
MALGORZATA MICHALCEWICZ-KANIOWSKA², ANDREA ANA FEHER¹**

¹Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Management and Rural Tourism, Romania, Timisoara 300645 Aradului St. 119

² University of Technology and Life Sciences in Bydgoszcz, Faculty of Management, Poland, Bydgoszcz 85-790 Fordońska St. 430

*Corresponding author's e-mail: cosminatoader2003@yahoo.com

ABSTRACT

A business represents the organized effort of a group of individuals who seek to obtain and market goods and services that meet the demands of society in order to make a profit. Agricultural business are unique in that they requires the application of a specific set of principles and concepts.

Business success has different dimensions, some business owners associate success with financial rewards, while others can define success as satisfaction and completion. In the present article authors want to reveal the perception of Polish and Romanian farmers regarding business success. The perception of farmers regarding business success is emphasized by a study based on a quantitative method. Data were collected through a survey, using as research instrument a questionnaire. The research methodology involved: questionnaire design, questionnaire testing, application the questionnaire, analysis and interpretation of data and drawing conclusions. The survey was made using the application provided by Google (Google Forms), questionnaires were filled online. The questionnaire, was applied among farmers from 2 countries, all respondents manage small and medium sized farms. More precise, authors want to reveal what means success for farmers, which are the factors that determines success in their opinion, what do they do to obtain success in their business.

Keywords: business, success, farmers, perception

INTRODUCTION

The purpose of each business is obtaining profit, but for many owners beside profitability is obtaining success. The success of a business involves its organization in terms of human resources, decision making and work procedures. (PRIBEANU AND TOADER, 2006)

High-performance agricultural exploitations means practice of a performance management in order to promote organizing of farms in the way of efficient use of resources and assuring the incomes. (TOADER, 2005; RUȘEȚ ET AL., 2012)

Agricultural exploitations are ofen subject of changes for achieving performance. Each day farm managers need to manage all resources in the best way and face to all challanges of market. The succes of their business is related to how they manage all the situations they face with. (TOADER ET AL., 2008b; TONEA AND RUȘEȚ, 2007)

Successful managers hold a set of skills, their focus is on achieving the goals of their business. In general, the most important features of successful managers are achieving of an efficient communication, efficient time management, good decision making skills, positive attitude, flexibility, leader, sustainer of continuous improvement, strong

motivating factor for employees. (TOADER ET AL., 2008a; TOADER ET AL., 2008c; TOADER ET AL., 2008d)

According to literature the main factors that determine the success of a business are: realism, flexibility, focus on objectives, fortune (chance, luck), human resources, positive attitude, financial resources, good relation with clients and suppliers, strong motivation, pleasure of managing the business, detailed planning, ability to do what is needed, external collaborators (consultancy).

The purpose of this article is to reveal the perception of Polish and Romanian farmers towards business success and also to see if there are or not differences between their opinions.

MATERIALS AND METHODS

In order to attain the purpose of the article some steps have been made:

- literature review;
- selection of those factors that determines success in business, according to specialized literature;
- questionnaire design;
- questionnaire pre-testing;
- distribution of questionnaire among farmers from Poland and Romania, farmers who manage small and medium size farms;
- analysis and interpretation of data;
- drawing conclusions.

The survey was made using an online questionnaire as research instrument, questionnaire was applied only to those farmers who manage small and medium size farms.

The design of the questionnaire was made with the application provided by Google Forms and in order to respond to questions respondents had to access a link.

Respondents had to answer to 11 questions distributed in 2 sections (general information, success in agricultural business).

Questions from first section "General information" are related to country, gender, age, last educational level graduated, field of study, type of farming activity and if farmers has knowledge about management, marketing, financing in agricultural field.

On second section "Success in agricultural business" farmers had to answer to 4 questions, 2 open questions (1,3), 1 closed question with multiple choice (2) and 1 closed questions with a single correct answer (4). In this way, Polish and Romanian farmers answered to following questions:

1. What mean success for you? (only one word)
2. Which are the factors that determines success in your opinion?
3. What do you do for your business to be a successful one?
4. Do you consider that your business is a successful business?

Questionnaire link was distributed to farmers who manage small and medium size farms and it was open for farmers responses between 1st March 2021 – 10th March 2021. The limitation of this study is that number of participants at the survey is small.

The cohort is represented by 100 farmers (50 from Poland and 50 from Romania) who manage small and medium size farms.

RESULTS

Following the application of the questionnaire, 100 responses were obtained from farmers managing small and medium-sized farms in Poland and Romania. Cohort description can be seen in graphic representations from figure 1.

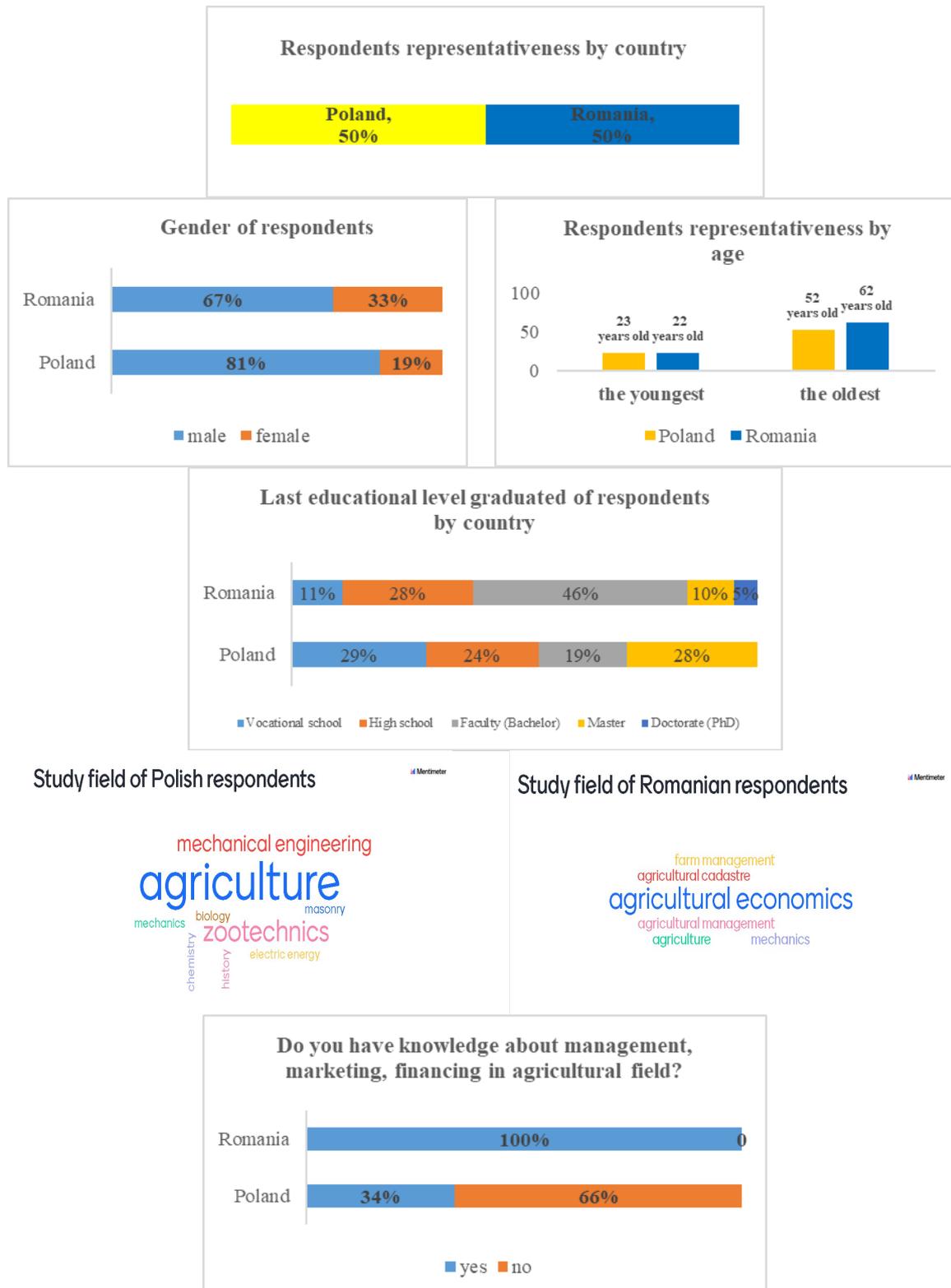


Figure 1. Cohort description

Source: some responses were processed with application provided by mentimeter.com

According to farmers responses, polish farmers associate success with income, satisfaction, profit and even investment, work, family, land, trade, money and for romanian farmers succes means productivity, profit, money and even profitability, growing, dedication. (Figure 2)

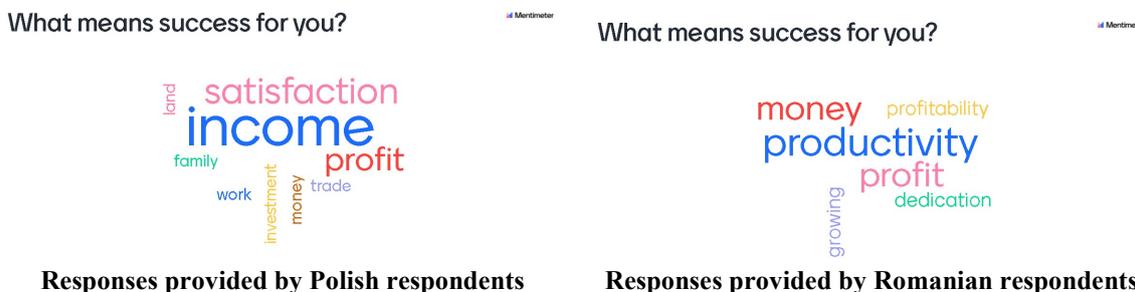


Figure 2. Meaning of success

Source:, responses were processed with application provided by mentimeter.com

Regarding the factors that determines success of a business, in polish farmers opinion the most important factors are human resources, strong motivation, positive attitude and focus on objectives. According to romanian farmers opinion, the most important factors that determines business success are financial resources and realism. Thus, a significant difference can be observed in terms of the perception of Polish and Romanian farmers towards the factors that determine the success of business. (Figure 3)

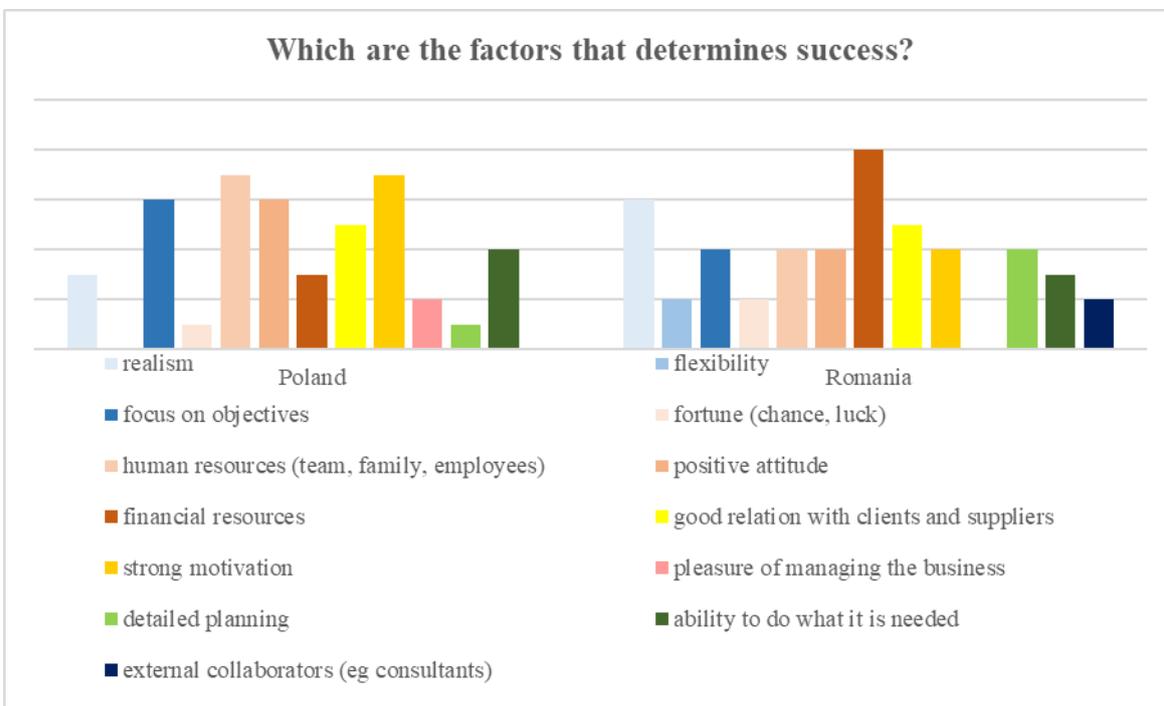


Figure 3. Factors that determines success

Related to the perception about success of own business, most of Polish respondents state that their business are a successful one (81%) and all of Romanian respondents appreciate that their businesses are successful. (Figure 4)

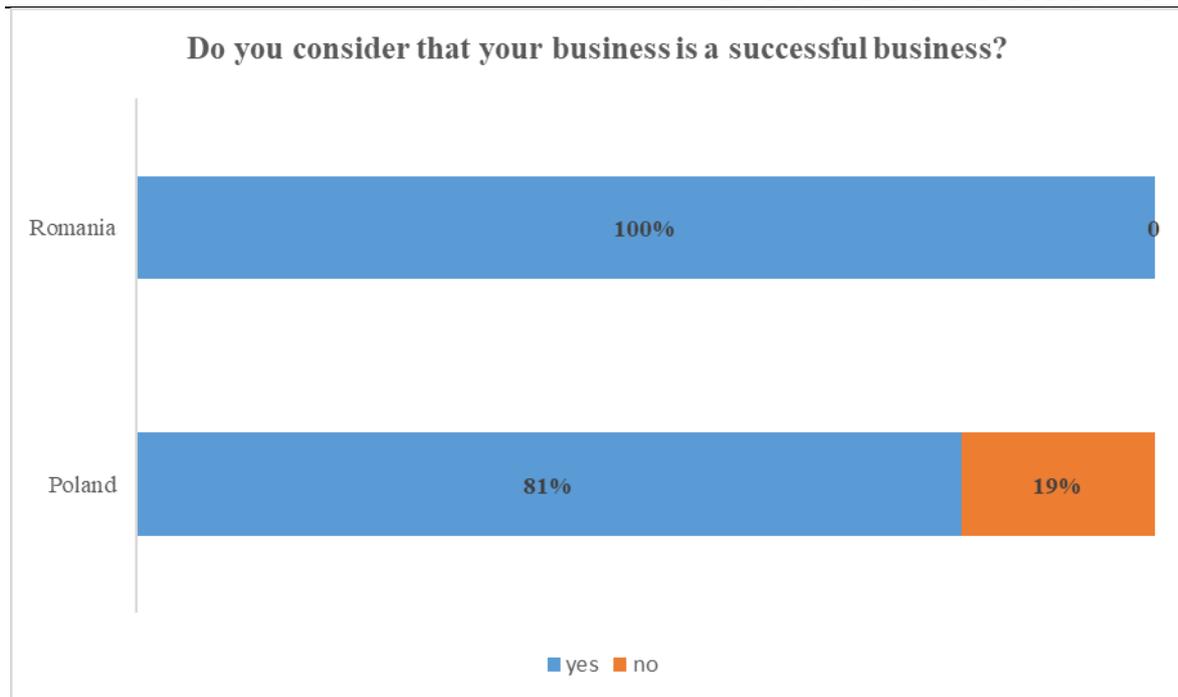


Figure 4. Perception about success of own business

A significant similarity can be observed in terms of the perception of Polish and Romanian farmers towards success of their own businesses. This perception reveals a positive attitude and a pleasure to manage their businesses.

DISCUSSION

Analyzing the answers provided by farmers from Poland and Romania, farmers who manage small and medium size farms, we have noticed the following:

- most of respondents of both countries studied in the field of agronomy, mechanics, agricultural economics and this reveals that business owners are trained in the field of activity of their businesses;
- a large share of respondents have knowledge about management, marketing, financing in the agricultural field and this is an advantage in their activity, because they have the ability to combine all resources to achieve their goals;
- most of them consider that their business is a successful business;
- in farmers' opinion the most important factors that determine success in business are financial resources, realism, strong motivation, positive attitude, human resources, focus on objectives.

REFERENCES

Pribeanu, G., Toader, C.S. (2016): [The success in business in the context of sustainable development](#). *Lucrări Științifice Management Agricol* 18(2): 99-102.

Rușeț, C., Popescu, G., Buzămăț, G., Peț, E. (2012): Organizing and motivating the human resources in the farming companies framework from Romania. *Lucrări Științifice Management Agricol* 14(2).

Toader, C.S. (2005): The management – an important element for the durable Romanian agricultural exploitation's development compared to those in the EU. Proceedings of The Second International Scientific Conference Rural Development (Lithuania) „Globalization and Integration Challenges to the Rural Development of East and Central Europe”, Lithuania 2(1): 172-174.

Toader, C.S., Iancu, T., Adamov, T.C., Rădac, A.M. (2008a): The role of manager in agricultural exploitations. Tudományos Mozaik, 5 kötet, Második rész, International Conference „Science without borders”, Tomori Pal College, Kolocsa, Hungary, 49-56.

Toader, C.S., Brad, I., Rădac, A.M., Adamov, T.C. (2008b): [Human resources—a base for growing work productivity in agricultural exploitations](#). Scientific Papers Animal Science and Biotechnologies 41(1): 718-722.

Toader, C.S., Brad, I., Paunchici, I., Rădac, A.M. (2008c): Propositions regarding managerial performance in agricultural exploitations. Scientific Papers Animal Science and Biotechnologies 41(1): 723-728.

Toader, C.S., Brad, I., Rădac, A.M., Rușeț, C. (2008d): Some aspects regarding leadership and management of agricultural exploitations. Lucrări Științifice Management Agricol 10(20): 683-688.

Tonea, E., Rușeț, C. (2007): [The measuring of the economic performances of agricultural exploitations](#). Research Journal of Agricultural Science 39(2): 713-718.

*** - Factori de succes pentru o afacere, available on <https://diasporarestart.ro/cei-mai-importanti-factori-de-succes-pentru-o-afacere/>

*** - Factors that Contribute to Business Success, available on <https://toughnickel.com/business/Factors-that-Contribute-to-Business-Success>

*** - GOOGLE FORMS, <https://docs.google.com/forms>, <https://docs.google.com/forms/d/1dSBk0uG1LW6ZnDQB4sJAeV7PT8JKDdSyOjnNKPkb2yk/edit>

*** - www.mentimeter.com/

*** - 21 de factori de care depinde succesul in afaceri, available on <https://ideideafaceri.manager.ro/articole/management-18/21-de-factori-de-care-depinde-succesul-in-afaceri-427.htm>