CONCEPT STUDIES REGARDING THE AGRICULTURAL MANAGEMENT FROM THE PERSPECTIVE OF ECONOMIC AND RESEARCH THEORY

STUDII CONCEPTUALE PRIVIND MANAGEMENTUL AGRICOL DIN PERSPECTIVA TEORIEI ECONOMICE SI A CERCETĂRII

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Abstract: *Management is a conscious process leading and coordination of actions and individual and group activities like mobilization and resources allocation in order to achieve the main objectives in accordance with the mission, goals and social and economic responsibilities. Management Science, including the agriculture, is a product of developed capitalism, organized, in which the great corporation is already playing a leading role in the economy; is a product of a capitalist economy reached a high degree of concentration and centralization.*

Key words*: process, coordination management, organization*

INTRODUCTION

Management was present in human activity since ancient times and has made its presence felt with the onset of productive human activity, but without being perceived as such.

Management is a conscious process management and coordination of actions and individual and group activities, resource mobilization and allocation of the organization in order to accomplish its objectives in accordance with the mission, goals and its economic and social responsibilities.

The word management is rooted in and derives from the Latin manus, meaning hand, which later formed in Italian term, *mannegio* that means manual processing or processing in more modern terms. The Italian was taken in the form of *manega* French, and then was imported into

Romanian, defining where they are bred, fed and especially trained animals. French Language was also the bridge to English, where the term entered in the form to manage, a term which means to manage, organize, leading.

MATERIALS AND METHODS

The management understands that science is the study of management and management relations that arise within it, in order to discover, systematization and generalization of concepts, principles, laws and rules that govern them, as well as designing new systems, methods , driving techniques and ways to contribute to the nature of activities undertaken to achieve efficiency targets.

The main features of management science:

- man stands in the center of its investigations, in all its complexity, as subject and object management;
- is a synthesis of economic discipline on the one hand because its mission is to increase economic efficiency and on the other side this Special science over a number of economic categories and methods of economics to other disciplines;
- has a multidisciplinary character, which is given by the integration or the concepts, categories and methods belonging to other disciplines.

Scientific management consists of the practical application of economic and social legalities, concepts and techniques provided by management science.

The main features of scientific management:

- The applied and concrete (operationalization in practice, in fact, daily work of managers);
- The creative - adapting scientific management tool in specific situations faced by;
- Its diversity and heterogeneity - scientific management is particularly diverse in the sense that it varies from one company to another and within the organizational subdivision to another as a result of technical, economic, scientific, commercial, etc..
- Pronounced "Human" character - is expressed by human decisions and actions.
- A fingerprint that can make or put on the content and execution frameworks module scientific management is carried out.

RESULTS AND DISCUSSIONS

Essential contribution in addressing the scientific management of Frederick W. Taylor belongs with the publication of the book "Principles of Scientific Management" in 1911. In this paper Taylor formulates the basic principles of scientific management. From now feature management science has evolved into what is known today. In the history of four stages in the evolution of management meet this science:

- First empirical stage-management - is found in the beginning and until the late nineteenth century. At this stage management is not a science but a series of management methods and skills of groups of people in productive activities or otherwise;

- The second stage, the onset of scientific management - covers the period from the early twentieth century until the eve of the Second World War. During this period, several authors have published works in management, who founded it as a science: Henry Robinson Towne (1844-1924), Henry Metcalle (1847-1917), Frederick Winslow Taylor (1856-1915), Henry Laurance Gantt (1861-1919), Rassel Robb (1864-1927) and many others.

Some researchers in the field of management, the largest contributors to the development of the science were Frederick Winslow Taylor and the American engineer Henry Fayol French geologist. In the U.S. Taylor first methods used to rationalize them and work to enhance labor productivity growth per worker. He promoted the wage agreement under the rule, distinguished from the non-standard preset aspect that has been in a short time, over many companies. All scientific research conducted by Frederick Taylor was summarized in his book "Principles of Scientific Management" published in 1911. According to Taylor's theory of management is the main component of the human factor, which the worker must ensure optimal conditions for business. In this respect the author recommends four basic principles of management:

a) Organization of each job and treat it as a separate entity with specific features.

b) Careful selection of workers so that workers' characteristics meet the requirements of each job.

c) Appropriate training for workers and stimulate them according to the results obtained by each party.

d) Careful planning workers to work and support their work in solving problems that arise in their work.

Taylor promoted the idea of driving a worker to several heads, each limited to a specific function that they fulfill. By doing so, Taylor has sought to exercise increasing power management act, but it has contributed to some extent leading to a weakening of the principle of unity. Taylor first introduced the "major state system" in the management of production activities by creating a team of specialists in driving through the delegation of authority to take a leading part of the attributes of the head. This system led to increased competence and economic efficiency of management. In sum, Taylor filed two basic requirements of management as a science:

- Company management must be designed, organized and developed based on scientific principles and methods, techniques and special processes developed;
- As the actual production work and driving performance, that management activity must be conducted under rules and appropriate standards.

In Europe the main representative of the development of management science, was Henri Fayol. Although it was initially brought against Taylor's management theory, then the work of two overlapped for the most part. Fayol considered in terms of content management both material and social terms, meaning that all human subjects participating in the productive process and relations between them are created. Moreover, a vision that it profoundly humanist nature derives from the French mind in comparison to American pragmatism.

Fayol is the first author who made brief five constituent attributes of management: to provide, organize, coordinate, and control of disposal. As in Taylor and Fayol's work is need in business management division of labor, considering it one of the most effective ways to enhance the managerial effectiveness;

- Third amaze stage, scientific management, between the end of World War II and the end of seventies;

- Last round stage operational management, ongoing electronic technique based on the calculation.

In the last two stages was the general characteristic geographical universality and release management as a science or science optimum, this aspect is favored fast pace of computer development.

In Romania, management appeared later compared with other countries in Europe, May hampered due to the development of Romanian society. The first studies with management have emerged in the late nineteenth and early twentieth-century pioneers of local management is Ion Ionescu de la Brad (1818-1891), DP Martian (1829-1865), P.S. Aurelian (1833-1909), A.D. Xenopol (1847-1920), and V. Madgearu (1887-1940), P. Negulescu (1874-1946), V. Săulescu (1891-1977) and many others.

The basic idea can be gleaned from the work mentioned above is that researchers can not accept a concept of universal economic and managerial, but that each country must bring their own particular contributions derived from each. It was pointed out in this way the creative management, character states that subsequently have to differentiate between them in terms of their economic and social level.

Romanian management pioneers unanimously stressed the need to develop the industry especially in 1872 P.S. Aurelian saying that "Romania is to be prevented colony anyone to create their own industry." In this context, the imperative of industrial development, other general characteristic of that time in Europe, course management approached especially sphere of industrial production and administrative work.

A conceptual approach upper management realizes the great Romanian economist V. Madgearu interdependence establishing relationships between management, in terms of scope and Production Company, regarded as the basic link management. The author highlights the main purpose of the undertaking, namely to produce profits, the only way of self, a concept totally consistent with the basic principles of market economy. In this respect it highlights a key element of marketing (untapped term), namely to ensure outlets for the enterprise.

It seems that Romania has found the proper management of land in the area of administrative work, a space to P. Negulescu engaged prodigious. In this regard P. Negulescu established rules for recruiting staff, including managers, selection based on psychological principles, rules of promotion of staff in relation to merit and seniority, etc. The author has campaigned consistently for de-policing of administrative work, while

promoting the need to apply principles of resource management on both the human and material.

In 1918 he organized the General Association of Engineers in Romania, one of the main objectives of this organization to promote scientific organization of work and streamline work processes. An important contribution to institutional line management organization in Romania was a Professor Constantine D. Buşilă, which intends to emphasize the importance of managerial principles, stated that "Romania has good organization should be made tomorrow by organizing labor and specialization.

In 1927, the Romanian initiative of great scientists, including V. Madgearu II Siseşti and others, the rise of the Romanian Institute for Labors Organization (IROM), its main purpose is scientific organization of labor, cooperation and promotion of best practices for economical use of time, wise use of all factors of production in line with interests of the owner, worker and consumer.

I.R.O.M. has paid attention to the issue of introduction and spread of norms of rationality, reason being that in 1930 the Romanian Commission of normalization, which has the main objective of a rational reorganization of government streamlining and encouraging the private sector. Romanian Institute for Labour Organization included four sectors: industrial, agricultural, and administrative psiho-technic, each of which is assigned to the appropriate specialist training.

In 1925, under the leadership of Professor Buşilă was established Romanian Institute of Administrative Sciences, whose main objective is to streamline and organize scientific activities within the state administration.

Besides streamlining of industrial activities, agricultural and national administrative IROM to affiliate to the International Council of Scientific Organization., this allowing them to promote Romanian companies methods, procedures and modern management techniques and applied worldwide while other partners to make known the Romanian experience in the field.

Later, during the communist period, there has been a profound decline in the evolution of management theory. Thus, managerial bodies created in the interwar period were abolished and experience in the field has been forgotten, going as far to the point that management was considered as a pseudo-science, and cybernetics, which was subject to common methods of study, labeled Science as a reactionary.

Later, as a consequence of a policy of economic development, in order to shift to a market economy was established in 1990 the Romanian Institute of Management, its main purpose is the training of decision-making at different levels of organization, and computer specialists in order to generalize the methods and techniques in the management information. Romanian Institute of Management is structured in two parts:

1) Center for Training of Personnel Management and Consulting (CECOM);

2) Training Centre in Computer Management (CPIM).

CECOM site carries a range of activities, all aimed at increasing business performance, among them there are: improvement of Romania's leaders in the transition to a market economy, improving the training of consultants and management consultancy activities, especially for small and medium enterprises; promoting the principles, methods and modern management techniques, etc. CPIM carries also a worthwhile activity especially that aimed at training the management staff in terms generalizing methods and modern techniques of computer science, evaluation of staff training in computer specialist, designing new systems and software products, etc.

The Central Institute of management activity by actions carried out by a multitude of regional advisory centers, all in one place and largely successful in seeking to promote modern management principles and form genuine managers to make management a true revolution in Romania .

CONCLUSIONS

Management, the maximum interest and prime importance in modern society has the following defining features and orientations of perspective:

- Global vision, integrative problem solving;
- Inter-disciplinarily;
- The forecast;
- Dynamic growth management;
- Greater finalist managerial actions;
- Universality of management
- professionalizing manager function.

Current and future essential qualities of management are defined as suggestive P. Drucker called “postulates of the new management”, namely:

- General management is asserting itself in all social and economic fields;

- Develop the spirit of innovation - is an essential feature of modern management;

- Management is oriented towards increasing productivity continuous intellectual and physical labor;

- Management of the grafted on cultural traditions, social and political issues of each country, the conditions for its development;

- Management is the main factor increasing the efficiency of the work;

- As a logical consequence, management is the main "animator" of economic development, a claim supported by the argument of the existence of material resources but poor countries economically strong.

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