

CONDITIONS AND TRENDS OF THE DEVELOPMENT OF THE ECOLOGICAL AGRI-FOOD MARKET IN ROMANIA IN PANDEMIC CONDITIONS

Marian CONSTANTIN¹, Raluca NECULA², Iulian DRAGHICI³

Abstract. *In the current stage of the pandemic period, the use of SWOT analysis becomes a specific for investigating and assessing the situation of the organic agri-food market. The paper follows the structural specificity of the SWOT method. The aspects captured can be considered challenges in the area of organic agri-food market with references to the general framework of economic development through interpretative forms that were reproduced: at territorial level (local, regional and national form), along with the aspect of their importance (primary, secondary and auxiliary). At the same time, the bivalence of knowing the influence of the pandemic on the impulses of the ecological agri-food market was considered by: the quantitative aspect (which referred to the capture of the structural conditions nominated by the SWOT analysis) and the qualitative aspect (through which the manifestation of the conjunctural relations in the chain of the ecological agri-food market to be framed by degrees of intensity). The set of conditions presented foresees the tendency to introduce cyber mechanisms that can be appropriate forms of knowledge of some challenges signaled by the use of SWOT analysis. This is because the contouring of the feedback circuits through which the output sizes of the regulated system act differently on the regulatory system and in the current situation of the ecological agri-food market in pandemic conditions. By performing/transposing the coordinates specific to the SWOT analysis, the problems investigated can be identified by the agents themselves interested in the market. The explanatory extension provided by the SWOT analysis showed that even in the current situation of the organic agri-food market in pandemic conditions, the existence of a structural delimitation can also be represented by a cybernetic system [Ecological market level (pandemic conditions) = $f(S, W, O, T)$]. It appears the existence of a high degree of uncertainty on the market. The correlative set of the four parameters can be expressed mathematically in a generic functional form of the type $\rightarrow \square + S \cdot W \cdot O / T$). Even in pandemic conditions, according to this mathematical correlative formulation: strengths and weaknesses represent what exists, respectively the challenges posed by these parameters considered: descriptive, respectively impulses of organic agri-food market functions, and opportunities and threats reflect what should be had in view, in the options involved in the mechanisms of market functioning.*

Keywords: SWOT analysis, strengths, weaknesses, opportunities, threats. ecological market, pandemic (COVID-19 crisis), agro-ecological vocation

¹Prof. PhD., University of Agronomic Sciences and Veterinary Medicine Bucharest, Corresponding member of the Academy of the Romanian Scientists, Bucharest, Romania (e-mail: marianconstantin2014@yahoo.com)

²Lecturer Ph. D., University of Agronomic Sciences and Veterinary Medicine Bucharest, Romania (e-mail: raluca_nec@yahoo.com)

³Ph.D. University of Agronomic Sciences and Veterinary Medicine Bucharest, Romania.