



HOFBURG
SGEM VIENNA 2016
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SCIENTIFIC CONFERENCE SGEM VIENNA GREEN 2016

Extended Session of the
SGEM International Scientific Multidisciplinary Conference on
EARTH and GEO Sciences



2-5 NOVEMBER, HOFBURG, 2016

USING OF INTERACTIVE AND STRATEGIC MANAGEMENT AND STRATEGIC MANAGEMENT TOOLS IN RESEARCH PROJECT OF "TAXONOMY, ECOLOGY AND UTILIZATION OF CAROB TREE (*Ceratonia siliqua* L.) AND BAY LAUREL (*Laurus nobilis* L.)"

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Introduction

Carob tree (*Ceratonia siliqua* L.) and bay laurel (*Laurus nobilis* L.) are two nutritionally and protectively very valuable plant. In spite of its historical, cultural, nutritive and ecological value, the carob has been neglected in practice, as well as in research and development of Croatian Adriatic coast and islands. So far, no studies about ecology, diversity and utilization of these two very important plant species have been carried out. Since the year of 2014 the research project of "Taxonomy, Ecology and Utilization of Carob Tree (*Ceratonia siliqua* L.) and Bay Laurel (*Laurus nobilis* L.)" supported by Croatian Science Foundation has been in progress. The whole project is divided into 3 working packages and research work being carried out according to specific tasks and goals. The aim of the project is to provide so called research logistics to final users of research results such as farmers, processors and merchants of carob tree and bay laurel in Croatia, and also to local communities and Government (including different state agencies), in order to increase the number of these species in consociation with other plant species in spontaneous phytocenoses and to develop the organized cultivation on growing area planted with carob and bay laurel.

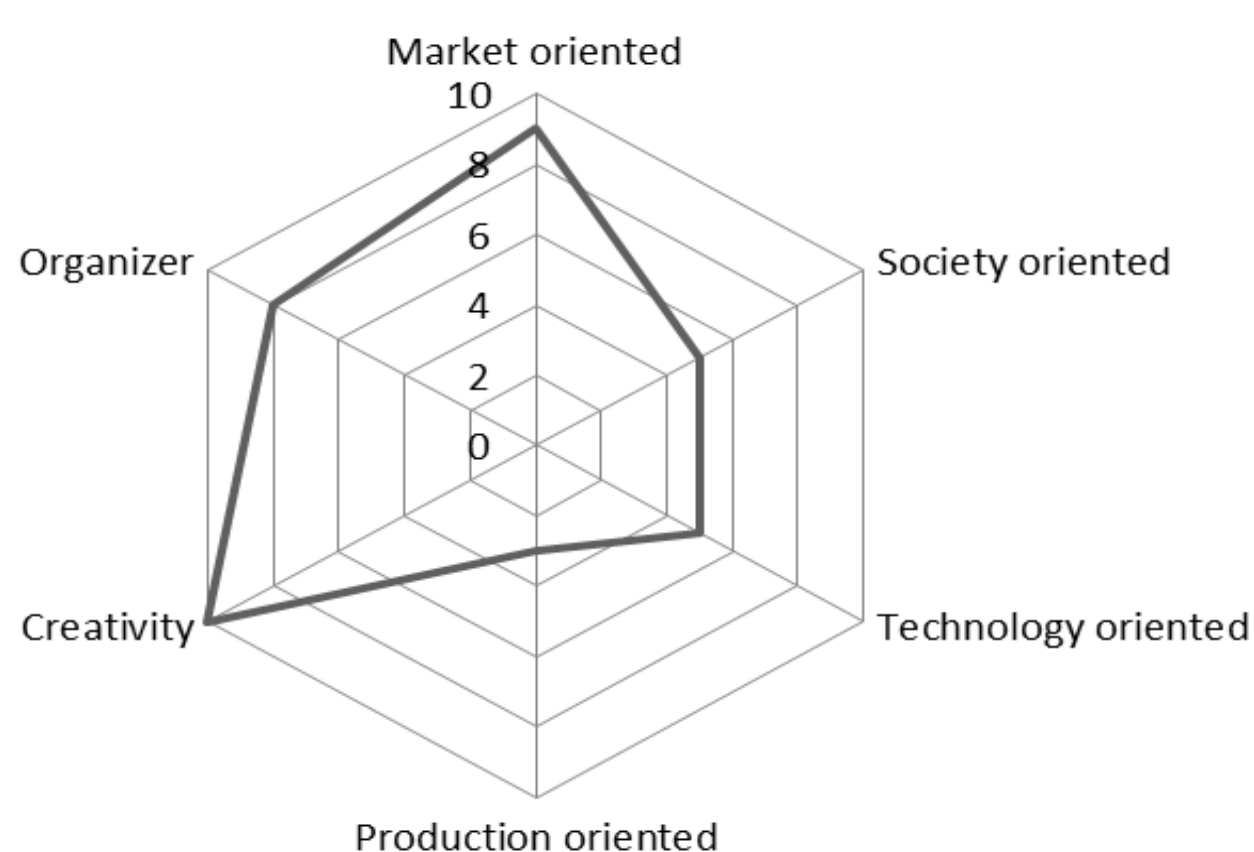


Fig. 1. Internal analysis regarding the competences and skills of the recent carob producers

RESEARCH

The 23 members of the research team are divided into 3 research divisions, such as:

1. Division for taxonomical characterizations of plants
2. Division for ecological research of plant habitats, and finally
3. Division for research of carob and bay laurel utilization.

Using of Interactive and Strategic Planning (the ISP concept), as well as using of Strategic Management Tools (SMT) is of essential importance for dissemination and implementation of research results.

Results

1. Considering the analysis of competences and skills of the recent carob producers as the most important aspect of internal analysis of entrepreneurs (fig. 1) it is obvious that they are mainly oriented to market and their entire creativeness as well as their organization skills are directed to only one goal; to satisfy the needs and expectations of their buyers.
2. Considering the analysis of external factors which completely correspond with business situation in agriculture of Croatian islands (fig. 2), it is obvious that social and economic circumstances are the most negative factor with very high negative influence on availability of external labour force. The reasons for such situation are primarily removal of population from islands because of bigger opportunities for employment on mainland.
3. Environmental responsible production, social responsible production and domestic products with added value are the most important factors for future interactive and strategic planning of revitalization of carob and bay laurel production (fig. 3).

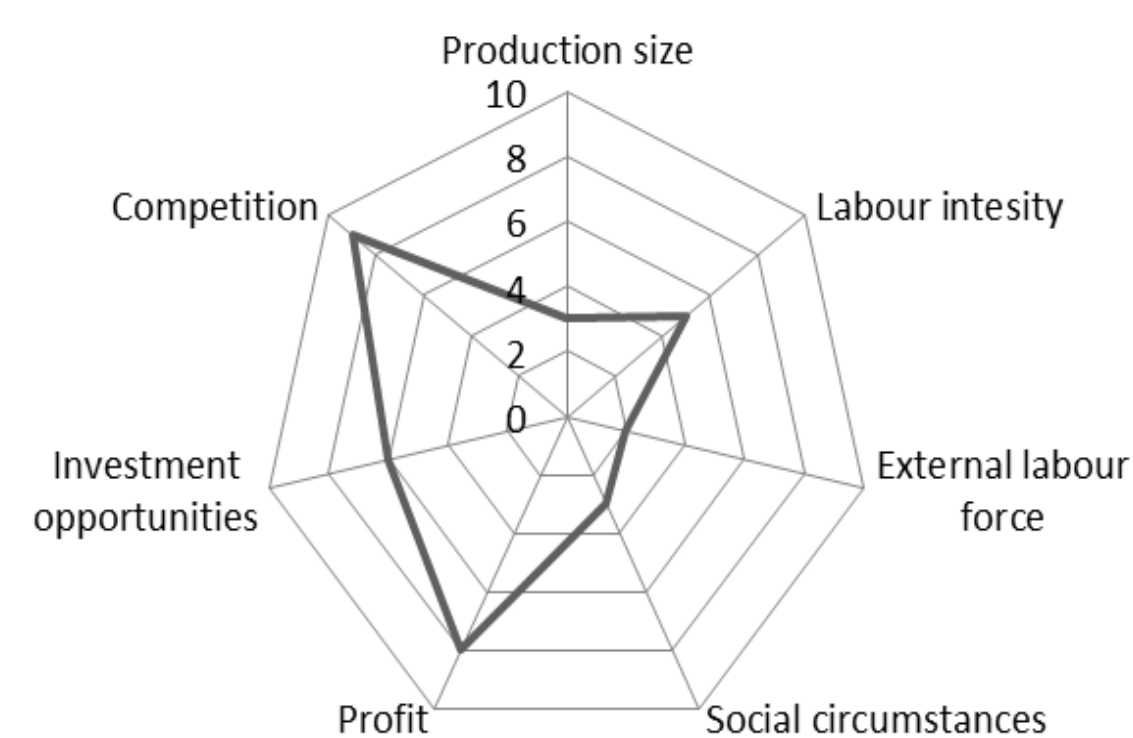


Fig. 2. Analysis of external factors which completely correspond with business situation in agriculture of Croatian islands

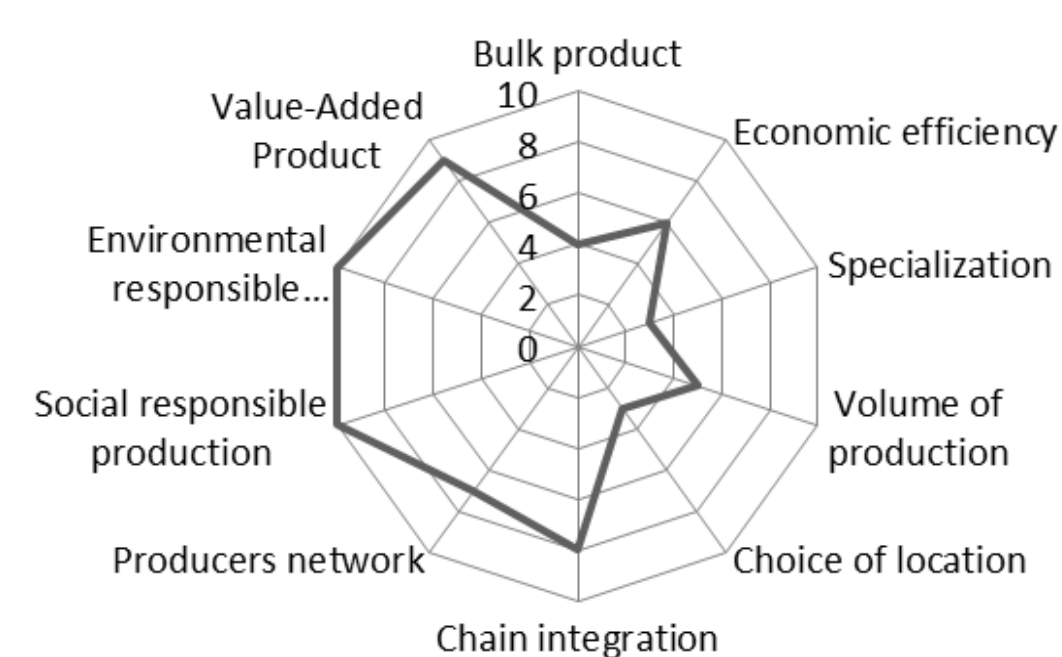


Fig. 3. The importance and influence of the factors for future interactive and strategic planning of revitalization of carob and bay laurel production

CONCLUSION

Revitalization of neglected crops such as carob tree and bay laurel cannot be carried out separately from revitalization of agricultural production on Croatian islands in general. Interactive and strategic planning based on evaluation of influence of overall social, economic and environmental factors is the only way to achieve the sustainability of agricultural production on these islands, particularly respecting the ecological and environmental features of Croatian islands. Revitalization of production of neglected, but at the same time very important plant species in economic and environmental sense, depends not only on economic factors, but also on implementation of innovations regarding future development and sustainability. This is the case of carob and bay laurel production.

Acknowledgements

This work has been fully supported by Croatian Science Foundation under the project number HRZZ-11-2013-3304-TEUCLIC.