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An Interdisciplinary Approach to the Significance of Digital Economy for Competitiveness in Romanian Rural Area Through E-Agriculture

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Abstract

The digital economy is the key factor in the recovery of the EU economy and especially the Romanian economy. Based on its strengths in technology and knowledge, Europe should exploit the full potential of the digital economy. The digital economy offers great opportunities for SMEs in the manufacturing and service sectors. Therefore, an ambitious Digital Agenda, providing concrete steps to complete the online single market will be a key to sustainable economic recovery and social development of Europe.

The understanding of what makes them a success or failure, and how much impact they may have in contributing to the wider rural economy is still relatively poorly developed. What is clear, from a wider European perspective, is that these new forms of e-agriculture with ecological entrepreneurialism are growing at a relatively fast rate.

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1. Aims:

eEurope, eEurope+ (plan dedicated to countries in the adhesion process - before the enlargement of the European Union), eEurope 2005, i2010, i2020 Strategy action plans have represented major measures in developing the IT&C infrastructure in Europe, citizen education, developing the ability to use new technologies, launching new concepts

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meant to contribute in the development of the European economic society: e-Government, e-Health, e-Learning, e-Inclusion, etc.) [1] and we can add here, e-agriculture too.

We are focusing here on opportunities for a sustainable development and grow in competitiveness in rural area of nowadays, based on the implication of digital economy and Information and Communication Technologies initiatives in rural sector, presenting and discussing latest research and suggesting new ideas, solutions and methods for sustainable producing food, natural resource management, building resilient agricultural systems and farming systems from a bio-eco-economic perspective.

Following the dynamism that life presently know we consider an essential condition for the harmony that the economic discipline enlarges its sphere of investigation so that besides the current preoccupation with mathematic models and statistical analysis it should take care of the great importance but too little analyzed so far such as anthropology, morale but eco and bio economy.

The last decades have called the public attention and decision factors with a new dimension, the ecologic one. By minimizing the consequences of our actions the way man has behaved is being explained as well as the way he was supposed to be compared to the world he lives in and the other life forms he depends on, directly or indirectly through food or other needs.

Therefore as biological beings our activities directed towards the satisfaction of our own needs as being the only ones to be taken into consideration are justified even if they lead to self-destruction.

2. Background:

Eco Bio Economy can be considered an attempt for a new economic vision that reunites: economy, ecology, biodiversity, eco economy and bio economy and it is focused on the intelligent sustainable development of the world.

Recently in the international literature of specialty are more attempts to unite the two concepts in a new paradigm the ecoeconomy from Lester Brown and the bioeconomy from Georgescu Roegen.

Eco Bio Economy defined as such: it is an economy of the future is the life of people by using the environment resources rationally. (bios meaning “life” and “oikos” meaning “habitat” in Greek language). It can create “arenas and reflection spaces in specialist researchers and experts in different, domains but in some other domains insufficiently explored so far”. Eco Bio Economy can generate new directions to approach: Eco Bio Sanogenesis, Eco Bio Ethics, Eco Bio Engineering and new conceptual directions: Eco Bio Projects and Eco Bio Concepts [2].

The Eco Bio Vision of Economy is to develop the welfare of the mankind under all forms in a sustainable way through an economy of the future for people’s life by using the environment resources rationally. Eco Bio Economy is a scientific attempt; an economic and philosophic one dedicated to the development of environmental interpreted health, of the welfare of humanity through a concept that is multipolar interpreted and promotes the Agrifood Green Power and Smart Sustainable Integrated Development of future [3]. All of this can be and should be integrated with the new wave of digital economy.

Paul Hawken in his paper “Blessed Unrest” comes to the conclusion “Now we steal our future by selling it and by calling it G.D.P.” We could have an economy of improvement for the future instead of stealing. One is called reconstruction the other maneuver [4]. This new e-economy, that anyone is expected, it will work only if we will understand the importance of right integration of digital economy in all sectors of life, and we are referring in these lines especially to agricultural aspect.

3. Experimental, Results and Discussion:

If we speak of bioeconomy we get to both the domain of biotechnologies as well as to that of modern technologies. By the enforcement and rapid spread of TIC around the used we have a more intensified wish to understand how those modern technologies might be applied in the main sectors of economy for country development. It is an increase as have as information technology and that of communication is essential to accelerate the social- economic development and the Romanian modernizing agriculture.

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