

RURAL ENTREPRENEURSHIP: BETWEEN ECONOMIC OBJECTIVES AND TRADITIONAL CULTURE

Gabriel PRICINA*

Abstract. *The efforts to understand the social and economic changes in Romania require the understanding of the social context and the factors contributing to its ongoing growth. Although the expectations of the 1990s have not resulted to improved the living standards, we find that the rural population did not witness how the dynamics of the Romanian society, but the extent of their capacity for assessing individual interests trying to adapt to new demands of the modern society.*

The current difficulties a given by the efforts of the grafting the modern elements on the traditional funds to prospect the behavior checked in the past but with mixed results today.

In this article we seek to identify the possibility of connecting the opportunities to the traditional mentality of a society comprised of the fever requirements of globalization and find answers to questions about the ability to maintain the traditional cultural background or if the current upgrade price is the traditionalism.

Keywords: *Rural entrepreneurship, globalization, rural environment, peasant culture, traditions.*

1. Introduction

The traditional societies, especially those from Eastern Europe have experienced a history of fluctuating under the influence of some periodic changes in the global geopolitical configuration. The differences between Eastern and Western companies

* Lecturer, Faculty of Social Sciences, University of Craiova, Romania, Email: gabriel.pricina@gmail.com

have resulted in taking the population to two different life philosophies: Western followed by America, where Western philosophy was taken to the highest levels of economic performance, the company development based on excellence and economic competitiveness, up to a high concentration of economic and military domination. East followed a different path of evolution, the social balance has become the focus of the small rural communities, and continuously exposing the risks of various geopolitical events that have reshaped repeatedly the social and the economic context, not oriented to economic competitiveness.

The economic strength of the Western civilization has spurred the development impact in other fields: social, cultural, educational, etc. The trend was that the emergence of the social systems with a coherent and harmonized rapid transmission area role models, supported by favorable profitability ratios resulting from weaker countries, militarily and economically. The main gain of this configuration was the social development boost and the population change their tolerant and versatile.

The Eastern countries such as Romania, have been characterized by efforts of connecting to orbit developed societies, made up of small rural communities, autarchic, concerned with subsistence and not by profit. In this case, the balance was the main goal of social organization, economic and religious. The family structures and community relations were subsumed with perpetuating community in which economic needs were integrated into a harmonized system. The dynamics, implied by the context, aimed to identify the social functions seeking the balance, in the absence of external influences the preservation of this common tendency, which maintained balanced the social structure. The tradition has become the main reference of the rural communities that offer continuity and perpetuation of landmarks.

The current differences between companies in developed and developing countries reveals a historical foundation that does not allow initiation of social development in the second category of countries at a pace similar to the first category. The community inertia, based on a useful mechanism in the past coexists with the trends of modernization and adaptation to the systems values that actually are better suited to individual aspirations.

The discrepancies between contemporary societies show a difference of structure in the location of economic activities in the world community. In developed countries it occupies a central role, due to material values prevalent, while in countries like Romania are integrated into a universe based on religious and traditional values.

2. The specific rural entrepreneurship in Romania

The research conducted in the interwar period showed a specific economic Romanian philosophy, other than the Western one. This traditional Romanian

perpetuated over time as a way of understanding the work, maintained even under the communists, the Romanian villages was a sought transformation of the social units based on peasant household, the agricultural production units for efficient exploitation of agricultural potential.

Although the results were remarkable, an important share in the payment of the external debt in the late 80 s back agriculture. We consider that land dispossession of the peasants and the agricultural areas for large concentration of labor productivity growth enjoyed adhesion among peasants, first outsourcing surplus value derived from intensive agricultural land and its transfer to the national economy.

The peasant philosophy subsistence oriented, reconfigured according to the political changes, maintaining even the farms by reducing the agricultural land area possessed.

This shift achieved by diversifying sources of income needed for family household. Commuting from the communist phenomenon is an example of this form of adaptation. For those who have left the villages there was a tendency to return after 1990. Some of the industrial cities returned from retirement age. Nevertheless, there are large proportions of those who left the jobs in the urban side and returned to their villages, with the original purpose of dealing with agriculture. The difficulties that followed during the 22 years of transition have brought the focus of family diversification through temporary migration inflows, especially abroad; there is no possibility of commuting. Note that economic ties between the left, especially young people, and family groups did not cease, and plans to return to their native places are obvious, especially thanks to the investments in construction of houses.

The analytical perspective is open by the approach that helps to explain some paradoxes of the Romanian society. Although the agricultural potential is significant, however, rural residents are not oriented in investments in the labor productivity growth and benefit gained from working outside the community is intend to provide comfort and modernization of farms. Employment in agriculture continues to be limited to the needs of the family or the circumstances under occupation temporary inability to work better paid.

Keeping a point of view that the economic profile of peasant farming "does not share, in terms of economic behavior, rational philosophy oriented capital, whose aim is the exploitation of the gains as large, high rent capitalist. Its aim is not the labor productivity, but the employment of the labor available" (Dumitrescu, 2009, p.470).

Currently, the employment of the labor is not compulsory in farming, but by working under the best paid areas. The alternative offered by the different areas of economic activity of agriculture has reduced propensity to gain ground. This principle of economic adjustment can justify many cases partial exploitation of agricultural lands

while refusing the sale of worked. They can be considering by owners required reserves during the crisis of labor occupied in productive activities other than agriculture.

These readjustments of the world today a based on specific rural villages in the interwar period, identified by the researchers of the Sociology School of Bucharest. In the work mentioned above, Mircea Vulcanescu, one of the stalwarts of student teams led by Dimitrie Gusti, is paraphrase: "Between the capitalist enterprise and the peasant economy is a difference of structure. Holding the capitalist revolve around money, a fundamental element, as long as peasant farming foundation is the family group. Capitalist enterprise is the unit of production to achieve a maximum income per unit of expense money due to continue running a business. Peasant household is a foreign capitalist philosophy in the sense that its core, the family group, it operates with categories such as rent, wages, material costs, net profit etc..., and the work is intermittent. Romanian household is both a producer and a consumer unit. Based on the work of its members, it aims to meet consumer needs based only on the family group." (Dumitrescu, 2009, p.471).

The interwar analyzes of "peasant question" have shown a true aspect of the present farms: persistence and ability to survive in any social context. The farms are more flexible and adapted to change than farms based on the flow of capital, with predominant focus on the minimum allowed ignoring the maximum possible "in terms of intensity of labor exploitation, capitalist enterprise seeking the maximum profit per unit of *expense* money. With insufficient exploitation of resources, the low productivity of labor, occasioned by a technologically primitive production costs exceeding the total cost, capitalist enterprise goes bankrupt. The goal is to maximize the income per peasant household labor unit, in this case exist a lower limit-bankruptcy-but a "relatively high" that consumer needs. Moreover, it is and explains the survival of peasant farming in contexts characterized by scarcity of resources the capitalist enterprise seems pointless." (Dumitrescu, 2009. p. 471).

Foregoing illustrates the systems value of the Romanian rural communities compared to Western in substance between peasant and capitalist economy.

The main factor is the economic downturn, which has disrupted the economies of rural economy specific niche. The lack of the economic peasant's subterfuge led to a deterioration of households who are marginalize in the economy based on specific capital inflow modern economy. Thus, "[...] 93.7% of Romania's territory is rural territory in the rural side today lives 45% of Romanians, 40% of those working are employed in activities located in rural, agricultural contribution to GDP is building, but only 13.4% in 2002 (although in 1990 was 21.2%)." (Badescu, 2009. p.476).

The collapse of agriculture in the area occupied by the economic productivity, revealed by decreasing the impact on GDP, but with high labor employment,

illustrates by the current turmoil in the Romanian society, still unable to find balance target set in the rural population. Although after 1990s has appears many modern farms, productive and a major impact on national economy. Still visible in most of the population is not observing improvement in the living standards, which suggests the idea of moving from there to the phrase " two Romania countries - one urban and one rural " a tint of vision on rural areas where two worlds coexist: the traditional and modern one. The price paid from the status quo is the constant impoverishment of a large proportion of the rural population. The dimensions of the rural poverty are three times higher than in urban areas and indicators that show size analysis are those of severe poverty (Badescu, 2009, p.476), which in 2002 reached 11%. Use of the statistical indicators of poverty can be misleading in a one-dimensional approach. Extreme poverty, defined as income less than a dollar a day has reduced weight, suggesting a reduced rate of poverty. The indicator that best illustrates the dimensions of poverty, with future implications difficult to estimate at present is that of poverty vertical range of specialists presented the Sociology Institute of the Romanian Academy (Badescu, 2005, pp.33-39).

The development in the rural areas of two philosophies based on two existing lines: a crystallized around profit, following the Western model, the other based on the traditional philosophy of the rural economy.

In the case of the two categories are entitled to a brief comment on Romanian traditional value system.

Traditional old world included work on the same footing with the other elements of the universe specific areas. Hierarchy of social values based on the principles, which excluded profit as a priority group and individual existence.

In an effort to produce a typology of values, the author Rudolf Rezsöházy (2008, pp.18-21), advancing a classification dividing them into: core values, structural values, peripheral values, final values, instrumental values values overall, sectored values, explicit values, default values, hidden values. Using this reference, in an effort to understand the traditional philosophy, believe that the definition given by the author mentioned values structuring is relevant: "They all orders, create hierarchy, provides the ultimate explanation of crucial decisions. Through them, the actor gives their life orientation. For some, the families structure, for others, love and professional success, religion or football or any combination of two or three predominant values. They allow plotting profile actors and profiles reveals that large grouped families have similar values present in society: e.g. "postmodernists", "traditionalists", Christians, laity, right, or left orientations, following criteria" (Rezsöházy, 2008, 20).

The persistence of these values related to the specific culture of a nation's culture and social model in culture. If Romanians can see the two forms of socializing the

individual: the first is based on traditional values, values which are transmitted structured way of understanding the world and existential universe, and the second belongs to the formal education system and institutionalized. The two social systems complement each other to a point where the individual will build on those social forms that are closest to their own personality structure. The general tendency will be to prioritize the passage of the two systems and one in the background, although they do not involve removing the other. This shift is support by the orientation of the population to levels that meet the educational needs of hearing individuals at a time. In this case, adoption of traditional philosophy of life is follow by taking a lower level of education, because that tradition provides answers existential questions. Limiting education exposes individuals only when necessary to major risks in times of crisis. For example, in 2005, the researcher reports: "The rural population, 23.7% have an average education level (high school and colleges), 20.9% less than in urban areas. This gap added and the stock at higher education, which reached -15.2% below the city, for the two components of the stock reaching rural-urban gap threshold of 36%" (Badescu, 2005, pp. 6-7).

The educational gap favoring the traditionalist orientation of the peasants at the expense of entrepreneurship of Western origin, generating risk aversion and reluctance bank financial instruments designed to transform subsistence peasant economy, based on the principle of the minimum allowed, the maximum possible oriented farms. It can be a good reason of reduced financial support for investment in agriculture. In addition, accessing European funds for developing agricultural farms is insignificant. Although financing conditions incubate a number of cumbersome bureaucratic and discouraging conditions, however, believe that indifference to small landowner's possibilities is justified further by defining value system.

References to rural entrepreneurship are defines largely by economic definitions. In parallel with this we refer to the transformation of rural areas, a different attitude, which, though undefined, may be an entrepreneurial vision of Romanians: if the economic definitions distinguish between the farm production and peasant economy, in terms of the rural residents can speak of the peasant economy understood as a means of a family support group. This is not an end in itself and is not regard as a permanent objective of the activity. Since determining the value system of the rural traditions, low labor intensity to the level of assurance minimum allowed, making the family to seek new opportunities for self-supporting, giving, easy even for the operation of agricultural property. Alternatives found in the communist era consisted in carrying out professional activities in other non-agricultural sectors, located predominantly in urban areas. The family center still has floated around the village household, reduced by political reasons to housing and supporting the group. The investments made by the new proletarians of the houses are a clue of their intention. The constant links with the family, in the traditional vision, is the argue trends

changes in the way of obtaining the minimum allowed by the traditional household storage, in many cases only the symbolic value, and the subsistence of the family by working outside the home.

Although the traditional world was unbalanced by eliminating or reducing a component (joint work of the family), however, other components of the traditional values have remained present and accounted for substitute work outside the home had enough to perpetuate the traditionalist model. Later in 1990, the trend of returning to areas from regaining ownership, led to a symbiosis between the two formulas to ensure the minimum acceptable. The new owners or the potential owners (the future rights of inheritance) compared the alternatives and chose the most convenient formulas by reporting the requirements to ensure their effort. We appreciate that in this context, traditional philosophy was preserved, and the rural residents were specifically adapted to a modern economic context, ensuring the minimum allowed by the outsourcing of the economic activities in order to ensure convenient report work-incomes.

The frequent economic crises of the last 22 years have affected the income from work in industry, and for a period of the economic emigration has become the main outlet. The recent global economic crisis has affected the constant financial turn flow from developed countries targeted by Romanian families in rural communities, leading to limiting the use and ownership of a state of expectation. Recovery trend in agriculture is low due to how the report needs work is valued for work outside the home.

The concerns migrants show interest in their home communities through major investments in building homes and modernizing traditional households, but only in terms of housing and not the intention of turning into farm production.

The peasant economy, understood as an economic unit, entered into dissolution, but the spirit that has sustained for centuries this form to ensure their subsistence remained alive. The subsistence farm work was a means of ensuring survival. In the present economic alternatives offered by the industry and its work overseas units underlying the economic downturn, but the mutual support system of the family members has remained relatively constant.

Change in components of the traditional values: customs, traditions, superstitions, etc. are dynamic. The functions performed by the time they disappeared, they gained importance only to the ritual devoid of meaning in a period of the secularization of society.

In the present context we can say that in terms we can speak of a rural family-based entrepreneurship and spiritual soul ties between members, the economic activity is complementary.

The relationship between economics and culture requires a complex connections. Ignoring them can lead to failure of the whole reform program. The past experiences

of development policies revealed that similar projects implemented in similar geographical areas in the world of economic, do not include condition of successful comparable conditions of different cultural foundations. In this mean, the anthropologist Conrad Kottak (1990, pp. 723-731) classify projects into two consistent categories "compatible culturally projects and incompatible culturally projects". This conclusion results from the study of many World Bank projects implemented in several regions. Cultural differences have become in many cases insurmountable obstacles in the development of regional or local. Ignoring this feature has led to failures in some regions where tradition is strong in comparison with the development. The paradigm underlying the reductionism in implementing development projects resulting from the economic approach to social reality, which is much closer to Western philosophy.

The cultural dimension of a community is defined differently and is located mostly in the background, without the cultural equivalent economic size, some authors consider culture as "being a static and a voice coming from the past" (Rao and Walton, 2004). Culture is for many practitioners as having a purely theoretical value, isolated from any practical use "Rather than being seen as a practical way to solve everyday problems, culture is seen as tradition records that are stored symbolic elements and of identity. When speaking of a group culture, most people think of artifacts, music, language, food, heritage, symbols, myths and archetypes in other words, an amount of nonsocial and noneconomic objects, floating somewhere above society" (Chelcea, 2006, p.124).

Another approach to practitioners is that of considering culture as a "residual variable", a generic term that includes any element "of what is not explained by education, income, age, gender, capital, etc." (Chelcea, 2006, p. 124).

Returning to the relationship between culture and economy, consider that in the case of Romania, the rural population is the holder of a traditional cultural heritage in the economy is only one dimension of a complex system. In this case, cognitive effort requires notification of when they meet the conditions for the development or community development. It is important the will of change and how it is perceived. The research in biology and paleontology has allowed explanation of the causes of evolution, which have transposed by anthropologists to explain the changes through which a society passes. Alfred's Law Rommer (Chelcea, 2006, p.126), innovation and evolution appears were the body survival is necessary, affected by a hostile context and the purpose is the system balanced and not evolution.

From this point of view, the willing to change conditioned by the need to seek social life balance. Social development can be planned according to the cultural context in relation to the tectonic geopolitical affected by globalization.

To what extent attachment to the family group will be affected by the dissolution of traditional integrator universe is a question that will get a satisfactory answer in the coming years.

3. The rural entrepreneurial trends

The transformations in Romania during the transition period led to some significant changes in the economic sectors.

The globalization has generated and pushed to adopt a new set of values, similar to advanced societies. The rule of property values led to a number of changes with effects more or less noticeable now.

In Romania we find a clear distinction between the two social environments, the focus tends to modernize the urban area and most the entrepreneurial, while the rural areas is dependent on the agricultural work.

Between the two social environments there is a functional interdependence of economic agents, the relocation of businesses in cities in neighboring villages to reduce the maintenance costs, but provides services and products towns, intense trade that led to activation economic environment in cities and rural areas to place depending on the urban economic and social front.

In the rural areas, we cannot speak of a labor market and the employment is different activating the population by the level of education. The urban area attract the skilled workers overqualified while the rural elderly population is concentrated, poorly qualified workforce and low population studies. The statistics indicate that such a state of affairs raises serious problems in modernizing rural communities, the lack of development agents.

The current trends in entrepreneurial activities are different from those in the urban areas. Although the number of landowners is high, one cannot speak of the emergence of an entrepreneurial culture.

With regard to the urban educational structure shows that the population of working age, investments in various sectors, of which emerges the tertiary sector, illustrates an adaptation of the model of Western urban economy. One of the most important factors contributing to this change is that of the foreign investment, especially big corporations peak areas like telecommunications, IT, finance and banks, which have become agents of the corporate culture in Romania.

These agents increase the modernism, given by the specific activity, favored the implementation of a new set of the social values of the urban Romanians. Started under the communists, because the forced industrialization, this new set started to be really internalize after 1990. Productivity, competitiveness, profits have become

milestones in active Romanians working in these sectors. The Romanian traditional cultural specificity, based in rural areas, has lost a number of features and major cities of Romania like in terms of values assumed by the West.

Some statistics (National Statistic Institute, Romanian Statistical Yearbook, 2010, data processing) are relevant in understanding the discrepancies between the two environments. Although in terms of population living in rural areas almost half of the Romanian citizens (44.9% in 2009), however in terms of employment only 28.7% of the population were enrolled in agriculture. Most of the population is employ in industry, 42.8%, followed by those in the services sector with 21.1% and 7.4% are employing in construction. Between years 2008-2009, there were few changes in the percentage of core business areas: employment in agriculture increased from 27.5% to 28.7%, industry employment increased from 42.0% to 42, 8% in services employment decreased from 22.6% to 21.1%, while construction employment rate fell from 7.9% to 7.4%.

The slight increase in the employment in agriculture had concluded in the previous section regarding the use of labor in agriculture as a refuge in times of economic crisis. The reduced activity in areas such as construction services can be found in the other two major areas, such as industry and agriculture, (overall decreases in the first two areas meet 2.0%, identical to the percentage growth in employment in sectors where there was an increase).

The different cultural foundations can be found in economic concentration in the two residences.

By processing the statistical data (National Statistic Institute, Romanian Statistical Yearbook, 2010, data processing) and comparing the results obtained shows that at the beginning of recorded (2002) farms had 3.19% of all enterprises, the industry trade and other services accounted for 96.15% and financial and insurance accounted for 0.65%.

Between years 2008-2009, the same types of companies (National Statistic Institute, Romanian Statistical Yearbook, 2010, data processing) had the following percentages: those in agriculture increased from 2.45% to 2.79%, those of industry, commerce and other services decreased from 96.29% to 95.87% and financial and insurance increased from 1.26% to 1.34%.

These changes, which try to capture the economic configuration changes, indicate a decrease of entrepreneurship in agricultural activities, due to trend growth rate of employment in agriculture.

Increasing the share of the financial and insurance companies reveals urban economic orientation towards the tertiary sector, due to the consolidation of these institutions in the cities.

The specific activities of the rural areas, particularly agriculture, is carried into the emergency investments on individual holdings or, rather, into refugees from the crisis due to the lack of the economic opportunities in the urban areas or the lack of jobs for professionals such as the industrial and requiring a medium or lower level qualifications.

How the land is distributed in, the rural areas continue the trend to keep the individual holdings, the family and difficulties in the developing economic entities with legal personality. Recall that the second category, which includes units with legal personality, is one that involves the use of wage labor.

Thus, depending on the legal status of farms, the results of the Agricultural Census in 2002 shows an overwhelming proportion of over 90% of the agricultural land owned by the individual farms. For comparison, census data have been update through the structural surveys in 2005 and 2007.

The trends in these statistics (National Statistic Institute, Romanian Statistical Yearbook, 2010, and data processing) indicate a decrease in the total number of farms between years 2002-2007, with a rate of 12.34%. The number of farms exploited agricultural areas decreased by 10.41%. The reducing farms have led to lower land farmed, by 1.28%. Returning average size of farms increased by 12.54% and a surface that is used land holdings increased by 10.19%.

Increasing agricultural land area per unit of production is due to decrease their number.

By comparison, of the legal status and individual, we find that the number of individual holdings fell by 12.29% and those with legal status decreased by 21.93%. Among those who used agricultural area, individual holdings fell by 10.35%, while those with legal personality fell 21.15%. If agricultural land use is established and the first difference that highlights the differences in structure between the two entities: the individual holdings utilized agricultural area increased by 16.31% and the use of legal personality holdings fell by 23.07%.

The agricultural areas that a assigned an individual holding higher 32.37% and 30.00% for those who use agricultural area. Holdings with legal decreased 1.45% and 2.43% for those who use agricultural areas.

These differences show that due to the economic inconsistencies lose much of Romania's agricultural potential by non-exploitation. To assess the full extent of losses should the Romanian economy, as the figures above, to add other factors that contribute to the overall decline of agriculture: the lack of modern facilities, lack of technology, preferences subsistence the crops (wheat and corn). From this point of view, the use of large areas of agricultural land is not sufficient for realizing the existing potential. If the yield per hectare is lower than in the past or than the maximum you can get, we can speak of understanding the agricultural potential.

Recent research has revealed that rural restructuring involves the overcoming obstacles, which turns into identified factors of the current events in rural areas. C. Doltu (2011, p. 15) mentions six such obstacles "in rural areas are less opportunities to find jobs compared to urban areas. Second, government programs that address rural often suffer an inconsistent approach to encourage small businesses. Thirdly, the rural development of human capital is lower, compared to urban areas. Fourth, the expertise that exists at local government level is not sufficient for recovery potentials. Fifth, most times, the existing infrastructure in rural areas is in a precarious state and prevent business and reduce transition costs. Finally, often government for rural development approaches have proved ineffective precisely because they ignored the importance of involving communities and, especially, have sought to promote entrepreneurship in rural areas".

Another important element of productive agriculture was in relation to the philosophy of life in the previous section of this article. Thus, selling large quantities of products, generating a profit for those involved in this field, but also for the Romanian state. By providing a minimum level allowed by the individual producers believe that the current preferences of individual properties and preservation of a small family group subsistence non-agricultural labor or in cities or abroad, will change and will prefer the intensive use of agricultural land owned.

The statistical differences above illustrate that depending on individual holdings the dynamic national economy are more adaptable than with legal personality, whose share is declining.

The farms with the legal category consist of the following entities: companies/ agricultural associations, businesses, government units, cooperative units and other organizations.

These entities have different trends (National Statistic Institute, Romanian Statistical Yearbook, 2010, data processing). Between years 2002-2007, companies and agricultural associations decreased by 34.76%, and those who use agricultural land 34.31%. Agricultural area decreased by 36.87% and the average returns for such an entity that has used farmland decreased by 3.90%. Statistical data show a decline in agricultural societies or associations.

Companies (National Statistic Institute, Romanian Statistical Yearbook, 2010, data processing) decreased by 16.15%, and those who use agricultural areas have reduced the number to 13.30%. Exploited agricultural land decreased by 10.04%. The average area of companies, increased by 7.28% and 3.76% for those used agricultural area. This percentage shows a tendency to extend the tenure and not exploit it. In a way we can explain the increased average area of land that belongs to a company compared with the the increase only half of the companies exploited areas. The weakening of the number of these entities is an increase in the average

agricultural land, which is a company, which as maintaining a relatively constant surface amid dynamic economic entities with this profile. The conclusion that emerges is that of the agricultural land use as a liability in other transactions, used as collateral for bank loans or purchased in anticipation of price increases.

The government units decreased by 26.69%, while those who used agricultural areas decreased by 26.40%. Utilized agricultural area decreased by 34.71% and the average land that an entity of this type decreased by 11.29% for those who use agricultural areas. Negative values of these statistical indicators show the trend of sharp decline in economic importance of this type of economic entity.

Cooperative units (National Statistic Institute, Romanian Statistical Yearbook, 2010, data processing) reduced their share to 18.39%, while those who used agricultural areas decreased by 9.09%. Utilized agricultural area increased by 537.94% and the average agricultural land, which accounted in 2007 for a unit of this type, compared to 2002 increased by 601.63%. This dynamic is the main argument of the tendency of association of small farmers.

The comparison of the farms with the legal personality dynamics indicates the formation of the rural economic structure. It continues to be drive by a small agricultural property and the future seems to belong to the cooperative units, where it seems that there is the strong growth. Given the use of the economic rent for these entities, believe that this formula is the closest economic future intentions of the landowners in the rural areas. The combination reduces the workload necessary to maintain the individual farm and allow family members to seek revenue growth in non-agricultural activities.

If units with legal appreciate that quality standard adopted is closer to requirements of modern agriculture and statistical structure of the data presented above show that the association of individual holdings is as labor in agriculture modernization closest to the needs of the rural population areas.

Trying to correlate statistical data reveals that the Romanian traditional cultural substrate that the earth is a landmark in subsistence. The current dynamics of land ownership shows that there is logic for a large part of Romanian. The current mindset is the result of long searches in the social functions performed by the reference to tradition replaced with the corresponding present stage of development. This process is underway, and the balancing trends upheaval due to the strong impact of globalization.

The dynamism of the social system in rural areas is evident in the current conditions. But you can find directions in field research that shows a lack of action and solutions unit of time on substantive issues. Transition from subsistence household to agricultural farm is a prerequisite for the development boost, a uniform way of rural

communities. Production activities anywhere in the world are dependent on existing or potential markets. Downtime production units, large or small, the market is specific to the Romanian rural and effects found in minimalist philosophy and strategies based on the family group and family work outside the home.

In Romania, we cannot talk now of an entrepreneurship following the Western model but a peasant family adapt to new changes in time. The central pivot in the current social and economic context remains family and group family subsistence. Center of gravity given by the traditional peasant economy, tightened around the house home. Time solution found by Romanian outsourcing labor available and creating adding value through the financial aid sent to the leaving one.

4. Conclusions: is there a possibility for a real ████████████████████ entrepreneurship in the rural Romanian environment?

Instead of conclusions, we prefer to conclude with this question, which is a result of the annalistic point of view of the current dynamics of the rural Romanian processes.

The economic attractiveness of the current configurations of the Romanian rural area is limited to the certain areas or regions. The functionality of the private companies, based on a modern philosophy of profit can disrupted by competition with a high volume of individual farms, as witness partial or complete cycles of use depending on the cost-benefit minimum circumscribed and maximum possible allowed. The brutal intervention does not guarantee rapid transformation and internalization the Western value system in which all-economic activity focused on profit. Family strategies are a mindset and proven to future actions, supported by existing statistics are focused on maintaining the family group and the peasant economy was subsistence as an assurance instrument specific to the traditional communities. Today the meaning of financial support is working on possible qualified outside the home where profit is higher than agriculture.

The economic reform of the Romanian society requires special attention to how the agricultural potential used as the expected value and the increased productivity needed to balance the social macrostructure. Under current conditions of the rural economic reforms are insufficient to balance the countryside, as long as the balance between teaching traditional philosophy involves delimiting each rural community cultural, spiritual, social, and economic. Although reform may be strong pressure, it will not cause social hierarchy from the economic frameworks, but there will always tend to balance the complex connections between all four frames, and costs will be reflected in the subordination of other frames supporting agricultural productivity and substitution work in agriculture to non-agricultural labor when there is this possibility.

The subsistence needs of the family group will require continuous cost-income ratio and the expense of sacrificing other social frameworks is a misnomer in the current

context. Predisposition to development can be found in the rural population. Thus, any analysis of the traditions preserved in the Romanian villages shows a loss of the traditional customs and rituals that accompany them. However, field research conducted in recent years, denoting a subordinate mentality foundation of social balance. If traditions explain the existential understanding of the universe and had the necessary functions to balance the community now rural population living in a secularized world that we accept without opposition, but the objectives found in the rural citizens are confined to ensuring institutional pillars of community needed to balance the new conditions. In every village wants a system to medical, educational, economic, religious, and cultural. Its absence is compensated by temporary or permanent migration for education, travel to cities or communities where there are medical centers; the desire of each community has at least one church or the existence of jobs in town or closer to it. The cultural needs are covered by a full coverage with a satellite television and the increasing number of dwellings in rural areas who have an internet connection. Modern means of communication (fixed and mobile) are widely used in rural areas.

These opinions denote the reorganization of the social system from within and without foreign interference in its own rhythms and needs to identify by the villagers. The transformation is the current goal of identifying the new functions balancing community systems, and the proof is giving up the traditional no longer do so. This mentality of the rural population is based on the idea that these communities cannot exist only as groups of profit-oriented investors in agriculture, but the existential and the areas of social and community life.

In opinions of the experts, "in the current economic conditions worldwide and in relation to our situation we should question the overall strategy of medium-term development, realization of a, including that of an economy driven by knowledge of the type, with an economic structure and competitive modern industrial-agricultural and tourism developed with diverse functions: cultural, medical, leisure, education, etc.. "(Hoffman and Glodeanu, 2009, p. 490).

The resistance to change can be explained in cultural terms, are result of a particular philosophy, probably restricted to the basic needs of the family group, conditions that are difficult to prepare a rural development policy and support of entrepreneurship, given the general orientation individuals to protect what they hold. A good example is the case of the Netherlands in the seventeenth century, in a century has been passed by the Britain's in economic and innovation because of the tendency to preservation of order present and limit investments in commercial capacity by building ship. (Doltu, C., 2011, p. 19).

The current research conducted in rural areas, appears that people are confused, and the problems mentioned people seem overwhelming. Overall vision and focus on

the relief identify existing problems and not to identify opportunities. The strategy behind this attitude is based "on the idea of convincing the authorities to give them more support, more public resources" (Doltu, C., 2011, p. 23). Such a strategy involves waiting and delaying, making problems persist, and the infusion of capital helps to limit the consequences of problems only and not to eradicate them. Focus human and material resources to solve problems is relative in terms of results given that they are effects of the lack of development programs and causes of stagnation. For example, guaranteed minimum support has generated wealth in the communities where the number of persons included in this category. Support helps to limit survival to keeping certain people. Along with social measures, such as the previous example, the limited economic collapse of a whole class of citizens, future projections are needed to determine which endpoints and intermediate strategies, other than those aimed at solving problems. We believe that many problems can be solved by individual solutions found by citizens, public institutions mission.

The imitation is not a solution for rural reform and the consequences are unpredictable at the start of the reforms based on imitation.

The economic reforms should aim at re-evaluation of the cost-income population, subsistence necessary for work in agriculture or non-agricultural activities carried out in the rural communities.

One of the factors with the major impact on how people calculate the cost-benefit is the lack of assistance in marketing of farm products, the impossibility of annual agricultural production planning and lack of markets. Sizing crop is guide by possibilities of selling individual and popular markets. The individual farm level is not able to carry out an effective marketing and production of early contracting. Any investment trends in agricultural production weighted by market instability of agricultural and speculative pressure to disrupt the onset or development of a coherent flow of agricultural products from producers to buyers.

We believe that intervention in this area is a first step towards regulating the rural economy and facilitate local agricultural production by providing superior dissolution of agricultural products allows valuing the cost-benefit of the small farmers producers. Add to this the need for support and assistance in financing the necessary equipment and the establishment of crop production. The provision of such services we can hope for agriculture in non-farm diversification activities. The development of such agricultural support transfer calculations can expected from individual cost-benefit, now conveniently through outsourcing of labor surplus to labor use in agriculture and individual investments in agricultural holdings, which the productivity and sales provides a cost-benefit ratio than that achieved by outsourcing labor.

Solutions offered over time suggests that the objectives of rural development policies are identified and known, but the results so far show that paths have been identified and steps had been taken for them to be achieved.

Relative resistance to change is justified by reference to the principles presented in this article, and strong family links substantiate strategies is the result of an individual adaptation to a hostile economic and social context. For example, statistical calculations (National Statistics Institute, 2002), showed a rate of economic dependence on the inactive 1449 to 1000 active people. In urban areas the rate of dependence is 1329 inactive to 1000 active people, while in rural areas this rate dependence is 1598 inactive people to 1000 for active people.

This report is higher than in the year 1992 (National Statistics Institute, 1992) and census results of 2011 will confirm or disprove this trend continuing. Increasing the economic dependency is the tendency to detachment of macro social policies and preference for survival niches. Between the two systems, there are no annoyance relationships, and population choices are not base on anti-modernist tradition but accepted calculation of the easiest and most convenient report in this context.

In an attempt to answer the question in this section, we consider that a genuine Romanian entrepreneurship can be possible only if the group built around family and its interests and not the profit based on the Western philosophy, which, at least at this stage involves major sacrifices for most rural citizens.

References

- Bădescu, I. (2005), *România rurală, structuri și procese sociodemografice-Ruralizarea sărăciei*, Institutul de Sociologie al Academiei Române, București
- Bădescu, I. (2009), *Economie rurală și involuție comunitară*, în Bădescu, I.; Cucu-Oancea, O.; Șișeștean, G. (coord.) (2009), *Tratat de sociologie rurală*, Editura Mica Valahie, București
- Chelcea, L. (2006), *Cultură și dezvoltare: perspectiva antropologiei culturale*, în Zamfir, C.; Stoica L., 2006, *O nouă provocare: dezvoltarea socială*, Editura Polirom, Iași
- Doltu, C. (2011), *Mediul rural între supraviețuire și oportunități de afaceri*, Editura Expert, București
- Dumitrescu, L. (2009), *Economia țărănească*, în Bădescu, I.; Cucu-Oancea, O.; Șișeștean, G. (coord.), *Tratat de sociologie rurală*, Editura Mica Valahie, București
- Hoffman, O., Glodeanu, I. (2009), *Dezvoltarea rurală corporativă și mediul rural din România*, în Bădescu, I.; Cucu-Oancea, O.; Șișeștean, G. (coord.) (2009), *Tratat de sociologie rurală*, Editura Mica Valahie, București
- Kottak, C. (1990), *Culture and „Economic Development”*, American Anthropologist, 92, (3) apud Chelcea, L. (2006), *Cultură și dezvoltare: perspectiva antro-*

logiei culturale, in Zamfir, C.; Stoica L. (2006), *O nouă provocare: dezvoltarea socială*, Editura Polirom, Iași

National Statistic Institute (1992), *Population and Housing Census*

National Statistic Institute (2002), *Population and Housing Census*

National Statistic Institute (2010), *Romainian Statistical Yearbook*

Rezsohazy, R. (2008), *Sociologia Valorilor*, Editura Institutul European, Iași

ACKNOWLEDGMENT

This paper is supported by the Sectorial Operational Programme Human Resources Development (SOP HRD), financed from the European Social Fund and by the Romanian Government under the contract number SOP HRD/89/1.5/S/59758”

Title and intellectual and industrial property rights on the results of the post-doctoral research internship belongs Romanian Academy