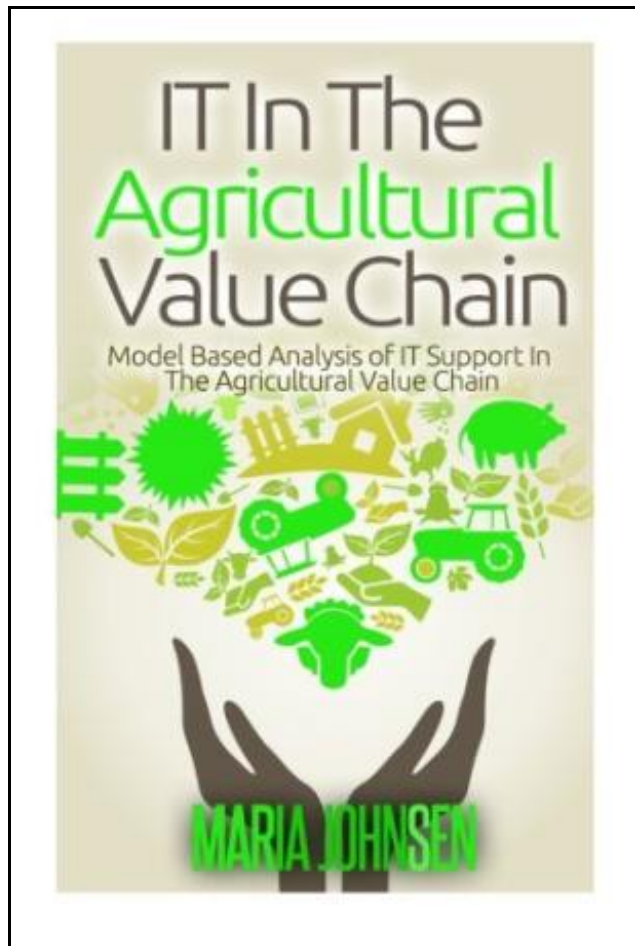


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IT IN THE AGRICULTURAL VALUE CHAIN: MODEL BASED ANALYSIS OF IT SUPPORT IN THE AGRICULTURAL VALUE CHAIN (PAPERBACK)



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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.During the last decade, the use of fragmented IT systems and support for agricultural purposes in Norway has increased dramatically. However, very little analytical and empirical research has been carried out to determine current situation of IT in animal and plant production. The aim of this research was therefore to investigate the effectiveness and functionality of using IT support in agricultural value chain. For this reason one conducted qualitative research study, which was contained the depth interviews and questionnaires in order to map certain actors processes and tasks and their degree of IT utilization. The modeling languages were used to present the IT support in the processes and tasks at the farm and certain companies in the value chain. Results of the assessment showed significant differences between using IT tools in animal and plant production. Presenting the statistics gave a better understanding about the correlation between the treatments. However one observed that there is no significant effect of one given variable over the other except in one observed situation that is the degree of experience in IT utilization may help a farmer to get a part time and full time job which adds more value to their income and as a result in the entire chain. Another interesting observation was that senior farmers were more experienced and expert in IT utilization than the younger ones. The various complicated systems appear to be confusing for some farmers. This suggests that the effective utilization of IT support may increase flow of information and knowledge among farmers if they are implemented and tested efficiently with better functionality. One proposed several new mechanisms in certain systems that farmers apply mostly in order...

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