

## ENTREPRENEURIAL ORIENTATION OF FAMILY FARMS IN THE REPUBLIC OF SERBIA – ANALYSIS AND DETECTION OF DIRECTIONS FOR SUPPORT

Zoran Rakićević, Jovana Rakićević\*, Petar Stanimirović

University of Belgrade, Faculty of Organizational Sciences, Belgrade, Serbia

\*Corresponding author: jovana.rakicevic@fon.bg.ac.rs

**Abstract:** Family farms in the Republic of Serbia are mostly small agricultural producers with arable land of small and medium size and with a low degree of process mechanization, where family members usually work, and farm management is assigned to one family member. Such farms are often in a subordinate position, with weak negotiation power compared to large agricultural producers and large enterprises engaged in agricultural production. Still, the chance of further development of such farms lies in their positive entrepreneurial orientation and readiness for innovation and change. This paper presents research on the entrepreneurial orientation of family farms in the Republic of Serbia. The survey sample consists of 72 farms from different locations in the Republic of Serbia. Entrepreneurial orientation is observed through the following elements: readiness of farms to join cooperatives, readiness for participation in large supply chains, readiness to standardize products and processes, export readiness, readiness for change and delegation of management processes, as well as readiness for farm development by improving agriculture, management, and entrepreneurship knowledge of the owner. The results presented in the paper provide clear insights to the support creators about the potential and directions for improving the position of small farms in the Republic of Serbia.

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