

Deconstructing Paradigms: Uma Entrepreneurial Vision of Agribusiness

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Many wonder what will be the future of the Agro market for the coming decades? In recent years, a very rapid advancement of technology has been noted in all sectors of society. The use of drones to monitor crops as well as the development of applications that can be used to estimate the trend of commodity price fluctuation are examples that are part of what experts have called the fourth revolution Industrial. They are technologies that, when crossed with other innovations, form new technologies. These revolutions in the business world take place from a new formula to prospecting consumers and growing exponentially: startups. They are concerned with solving the dilemmas of society by bringing more comfort and convenience to consumers.

It is expected that the Agro market needs less and fewer manpower. Activities in the rural environment will be performed by robotic technology using remote sensing monitoring only. It is observed that all agricultural machinery and implements that are being launched in the market have autopilot systems and highly developed sensors. There will be no more need for people to work exhaustively in the properties. In this way, the search for professionals who are consistent with a reality surrounded by innovations should increase. Most likely, the most sought-after profile will be a manager empowered to deal with new technologies more than a technical profile that currently predominates in the labor market.

The technique becomes important when allied with management, because in the agribusiness world the right time to make decisions at the level of farming is that it defines the final production results. It is not enough to know the fundamentals of soil, climate and water sciences when one does not have a panoramic view of the system as a whole is before the Door holder and after the gate. Professionals should be prepared to deal with contingencies that appear during the development of the crop. For this reason, we currently seek a professional who knows how to solve problems quickly and with less possible resources.

A bright future awaits us for the next few decades. Entrepreneurship and management will be the great vortices of human society's progress. The new business models create a paradigm shift, since they understand that the bookcases are not something that should be reproducible in all contexts and realities. The so-called generation Y and Z are young people who wish to change the world and are concerned with applying knowledge to solve the problems of lack of water, energy and food in the scenario we live in. Therefore, the essential lesson to be learned is that there will only be innovation and advances when there is a paradigm shift in the ways of thinking about agribusiness related to consumer societies.



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