THE ROLE OF TEAM SYNERGY AND PRODUCT INNOVATION ON THE SUCCESS OF ORGANIC FARMING BUSINESS

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ABSTRACT

This study examines the impact of team synergy and product innovation on the success of organic farming businesses in Kunming, China. The research uses quantitative methods to assess the market's success in three organic food markets: tea, green vegetables, green beans, root vegetables, rice, fruit juices, walnuts, and honey. A sample of 345 respondents, was used to gather data through simple random sampling and questionnaires. The aim was to understand the usage patterns and attitudes of Chinese staff towards product innovation, is key to success, as is opening new markets and targeting domestic groups. The overall mean score of organic farming success is high, with a CITC index of over 3 and a reliability coefficient of over 7. The demographic profile of the respondents in Kunming, China, was analyzed through simple random sampling and questionnaires. The majority were aged 46–55 (53.9%) and male, accounting for 49.9% of the population. The study also examined the respondents' education levels, with undergraduate education accounting for 47.8%, a bachelor's degree for 34.8%, and a master's degree for 17.4%. The study found that team synergy, such as effective communication and creative inspiration, contributes to 49.8% of variances in the success of organic farming businesses in Kunming, China. Product innovation, accounting for 57.8% of variances, improves overall performance and profitability. Continuous investment in research and development helps organic farming firms gain a competitive edge and establish a strong market presence.

Keywords: Team synergy, Innovation, Farming business

INTRODUCTION

Organic farming offers a sustainable solution by combining economic efficiency, ecological harmony, and social responsibility. It fosters entrepreneurial initiatives in rural areas, emphasizing eco- friendly technology and innovative approaches to production. Sustainable entrepreneurship integrates social, environmental, and economic concerns. Encouraging innovation and risk- taking, it involves adopting new technologies, entering markets, and organizational advancements. To develop the organic sector, improving skills, knowledge, and planning strategies is crucial. Hao Zhao, Jinfeng Chang, Petr Havlk, et al. (2021) Challenges faced in China include limited government support, technical gaps, and high certification costs, impacting the growth of organic agriculture. Venelin Terziev (2016) The country's escalating food demand, especially for livestock products, poses challenges to achieving Sustainable Development Goals due to its environmental impacts like greenhouse gas emissions and biodiversity loss. Integrating organic farming into other activities like tourism can promote sustainable rural development and mitigate environmental issues associated with increased food demand in China. Entrepreneurship is an innovative, knowledge-based economy that seeks to optimize lowering production and distribution expenditures. Networking, associations, and cooperatives are essential for entrepreneurs to

unite and create a good entrepreneurial culture. Virtual entrepreneurship and the internet can help reach educated consumers and support small and medium-sized enterprises in rural regions for sustainable growth and fair trade. Competitiveness can be raised through innovation, including product, process, marketing, and organizational innovations. Sustainable development in agriculture requires establishing new connections between urban and rural areas, incorporating non-financial goals, and establishing a technology development system. Knowledge and innovation are essential in the context of resource scarcity and the intensification of agriculture.

New enterprises have become critical to the global economy's growth, with leadership playing an important role in their development. Transformational and charismatic leadership theories have been shown to be useful in the creation of new firms. Entrepreneurial leadership, a relatively new idea, is frequently regarded as a more appropriate way to comprehend the complex leadership processes involved in the formation and operation of new firms. China, the world's largest e-commerce market, accounts for about half of all transactions. The development of e-commerce in China may be divided into three stages: acceleration, standardization, and globalization. The Chinese government has created a legislative framework to encourage the widespread growth of the e-commerce industry. Mobile applications, which provide businesses with important information about clients and transactions, have recently been prioritized by Chinese e-commerce platforms. The successful use of mobile commerce has decreased process errors, lowered response times, and boosted the efficacy of business operations. As a result, e-commerce companies have redirected their attention to the Chinese consumer market, concentrating on Chinese clients' purchasing habits. The possibility of increasing demand for innovative products and services is projected to grow. The pace of new product development (NPD) is critical for the success and performance of new goods, having both positive and negative consequences. In emerging economies with underdeveloped regulatory infrastructures, institutions play a crucial role in corporate strategy. Ineffective legal systems or dysfunctional competition might expose freshly produced items to expropriation risk, leading to unfair or illegal competitive activity. Governments in emerging economies must address these deficiencies by putting support measures in place.

Research Question

1) What are the components of team synergy and product innovation that contribute to the success of organic farming businesses in Kunming, China?

2) What should be the role of team synergy and product innovation in the success of organic farming businesses in Kunming, China?

Research Objective

1) To identify the components of team synergy, product innovation, and the success of organic farming businesses in Kunming, China.

2) To investigate the role of team synergy and product innovation in the success of organic farming businesses in Kunming, China.

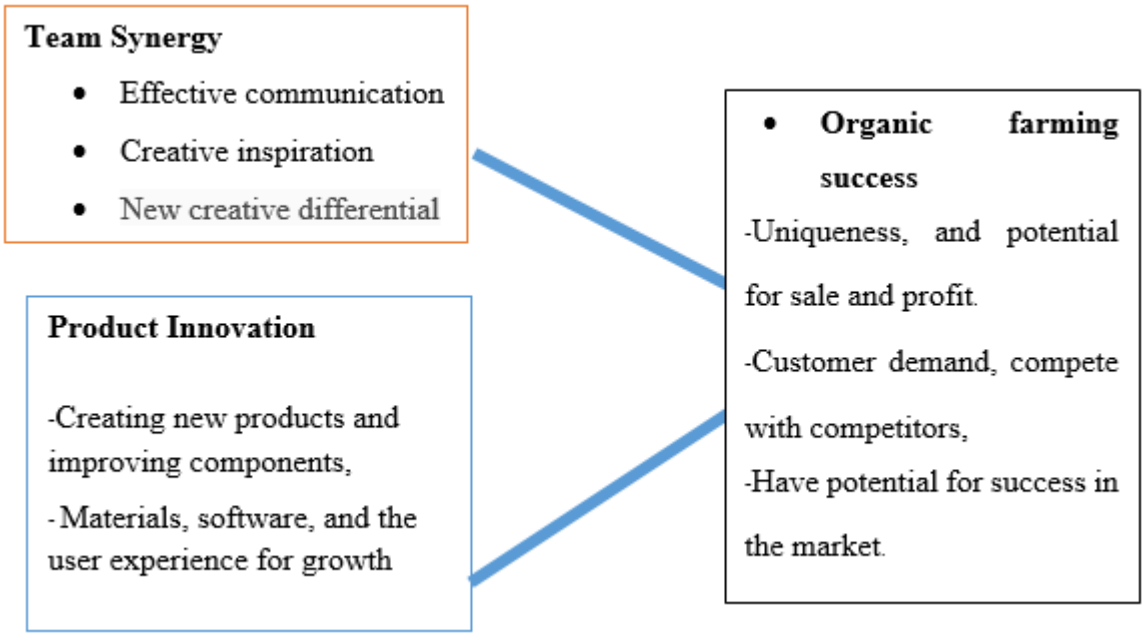

Figure 1: Conceptual Framework

METHODOLOGY

This section describes the research techniques, provides a study summary, and discusses data collection and analysis. Data collection from respondents by the researcher. The sample population, sampling unit, sample size, and sampling methods are divided into four areas. This study examines the researcher-created tools and questionnaire. In the next part, a pretest approach establishes independent variable reliability. The final report covers data gathering techniques and data management statistics.

RESULTS

The study in Kunming, China, investigates how team synergy and product innovation impact organic farming success across various markets. Using quantitative methods with 345 respondents from around 2,500 employees, it assesses correlations in staff perceptions and behaviors. The goal is to contribute insights that can enhance the success of organic farming businesses in the region through descriptive and inferential statistical analyses.

Product innovation significantly impacts the success of organic farming firms in Kunming, China. Production innovation accounts for 57.8 % of the variance explained, suggesting that introducing new approaches can significantly improve overall performance and profitability. Focusing on developing new goods, upgrading components, and improving materials, software, and the user experience is more likely to lead to success in this market. In addition, product innovation also plays a crucial role in attracting and retaining customers in the highly competitive organic farming industry in Kunming. By continuously introducing new and improved products, firms can differentiate themselves from competitors and meet the evolving needs and preferences of consumers. Moreover, investing in research and

development to stay ahead of market trends can help organic farming firms gain a competitive edge and establish a strong market presence.

The study explores the impact of team synergy and product innovation on the success of organic farming businesses in Kunming, China. It uses quantitative methods to analyze three prominent organic food markets, including tea, green vegetables, green beans, root vegetables, rice, fruit juices, walnuts, and honey. The findings reveal that team synergy, product innovation, and continuous learning and development are key factors in the success of organic farming businesses. Team members are more aware of their responsibilities, inspired to work hard, and appreciate each other's unique qualities. Product innovation accounts for 57.8% of variance explained, suggesting that introducing new approaches can improve performance and profitability. Investing in research and development is crucial for long-term success in the organic farming industry.

Discussion

This study explores the impact of team synergy and product innovation on the success of organic farming businesses in Kunming, China. The research uses quantitative methods to assess the market's success in three organic food markets, focusing on tea, green vegetables, green beans, root vegetables, rice, fruit juices, walnuts, and honey. The study uses a sample of 345 respondents, including 2,500 employees, and uses simple random sampling and questionnaires to gather data. The aim is to understand the usage patterns and attitudes of Chinese staff towards product innovation. The findings can help identify potential correlations or trends in staff perceptions and behaviors, contributing to the success of organic farming businesses in the region. The study used a random sampling method and a single round of collection to gather primary data. The findings and data analysis are presented and discussed using descriptive statistics like frequency, percentage, mean, and standard deviation and inferential statistics like multiple regression analysis. Data analysis includes descriptive statistics like frequency, percentage, mean, and standard deviation and inferential statistics like multiple regression analysis.

From the study investigates the impact of team synergy and product innovation on the success of organic farming businesses in Kunming, China. Results show that team synergy, including effective communication and creative inspiration, contributes to 49.8% of variances in the success of organic farming businesses. Product innovation, accounting for 57.8% of variances, improves overall performance and profitability. Focusing on developing new goods, upgrading components, and improving materials, software, and the user experience is more likely to lead to success in this market. Investing in research and development helps firms stay ahead of market trends and adapt to changing consumer preferences and technological advancements, ensuring long-term success in a competitive market. In addition, organic farming businesses can also benefit from investing in sustainable packaging solutions and implementing eco-friendly practices throughout their supply chain. By prioritizing environmental responsibility, these businesses can attract a growing segment of consumers who value sustainability and contribute to the overall success and reputation of the company. Based on the findings of a study connected to using a strategy tripod approach, Yongchuan Bao, Zhongfeng Su, and Charles H. Noble studied the determinants of new product development pace in China in 2021. They discovered that absorptive capacity mitigates the effect of legal inefficiency while enhancing the effect of government support, thereby

accelerating NPD. The negative interaction effect and positive interaction effect of absorptive capacity with legal inefficiency and government support were mitigated by technological disruption. This suggests that in a world where technology evolves rapidly, absorptive capacity is crucial for minimizing the negative effects of ineffective laws and maximizing the benefits of government support on the rate of new product development. These findings emphasize the significance of analyzing the determinants of NPD speed in China with multiple factors and their interactions in mind. Based on the findings of a study connected to Ryeowon Lee, Jong-Ho Lee, and Tony CGarrett (2019) investigated the synergistic effects of innovation on firm performance, taking innovativeness levels and industry classifications into account. The adoption of an exploration orientation positively impacts product innovation, while an exploitation orientation positively impacts process innovation. Demographic factors, cultural norms, and parental practices significantly influence a child's development as they affect access to education, healthcare, and resources.

1. According to the study, it highlights the importance of the success of organic farming businesses in Kunming, China, focusing on organic food markets. The study emphasizes the importance of team synergy and product innovation for success. It also highlights the need for firms to foster a culture of innovation, encourage collaboration, and continuously monitor and evaluate innovation strategies to ensure sustained profitability and competitive advantage in dynamic markets.

2. According to the results, product innovation enhances market performance and profitability by staying ahead of trends, attracting customers, and commanding higher prices. Organic farming businesses can benefit from sustainable packaging solutions and eco-friendly practices, appealing to environmentally conscious consumers and resulting in cost savings and operational efficiencies. Additionally, implementing sustainable packaging solutions and eco-friendly practices can enhance a company's brand image and reputation, attracting a larger customer base. Furthermore, these practices can also lead to long-term cost savings and operational efficiencies by reducing waste and resource consumption.

3. The further research could explore factors like organizational resilience, and external market factors to provide understanding of the relationship between creative product and service innovation. Furthermore, future research could also investigate the impact of the impact of consumer demand and market competition on the organic farming industry in Kunming. Additionally, could explores potential strategies that farmers can adopt to overcome these challenges and enhance their profitability, such as forming cooperatives and implementing sustainable farming practices.

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