ABSTRACT

This Ph.D. thesis takes an immersion into the economic factors of innovation in the valencian countryside today.

In an aggregate way agrarian producers determine the state of innovation of the whole sector. This study focuses on the figure of the valencian agrarian producer and his behaviour towards innovation. Adopting a position inclined to innovate depends on multiple factors that influence on bussiness manager. This paper uses data from a valencian farmers survey, wich was designed ad hoc for the research, that delves into socioeconomic factors wich could make decay agrarian producer into a position favorable to innovation. Later, study focuses in obtainining a prototype profile of innovative producers, according to characteristisc of them and their farm, according to their innovative position and orientation towards influence factors, such as market or learning. The results show a positive association between the innovative attitude of producers and their level of education and location in urban áreas.

This is a pioneering work by both its subject and its territorial framework and for their conclusions.