

Economic aspects of innovation and the transfer technology for the chicken products enriched with nutrients

Steluța RADU*^a and Mihaela CONSTANDACHE^b

^a *Agricultural Science and Veterinary Medicine University of Iași, Agriculture Faculty, 3-5 Mihail Sadoveanu Street, 700490 Iași, Romania*

^b *„Dimitrie Cantemir” Christian University, Faculty of Touristic and Commercial Management, 90° Dezrobirii Street, 900234 Constanta, Romania*

Abstract The level of nutrients of the food products generates the quality of them and the essential method for the resolving of the consumer's. The quality of food products is a means used for a certain purpose, according to which a company or an economic agent exists on the market and it can remain competitive continuously although it develops in a changing environment. The study welcome of the actual tendency by the supplementing of the processing food. Besides the scientific research, the innovation program consists of a series of projects which promote the innovative management techniques which need an integrated approach similar to the general strategy of the organization. The advancement of technology has three phases: invention – the creative act where by an idea is conceived, innovation – the process by which the invention or idea is brought into successful practice and diffusion- the successive and widespread use of innovation.

Keywords: innovation, transfer technology, functional food
