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.Qualitative Analysis

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(Chang, 1963) (*)

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.(Leagans, 1964)

(Peterson, 1997)

(Boyle, 1965,1981)

/ Needs

: Training Needs

Agro-Ecological

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-:Factors

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-:Economic Factors and Policies

Design Awareness

() Action Choice

.(Stufflebeam & etal, 1974)

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Socio-Cultural - ()

-:Factors

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(Plous,1993) Plous ."

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Expected Utility Theory

Possibilities

consequences

Satisfice

.Optimize

Prospect Theory -

(*) (Kahneman and Tversky, 1979)

:"Value " -) Normative model

. "Utility " (

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)) Descriptive model

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Descriptive Models of Decision Making

Satisficing -

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"Endowment Effect" .(Simon, 1956)(*)

Simon

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(1993 : 95) Plous (**)

(1993 : 95) Plous (*)

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Training Needs

(Abdul Halim & Md. Mozahar, 1997)

-: Training /Needs

-:Traditional approach .) (Leagans, 1964) Needs

Experiential .٢

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.(Boyle and Jahns, 1970)

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Performance-based .٣

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Training Needs of Graduates in the Area of Decision Making Process for Agricultural Production Activities in Teba Area, El-Noubaria

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ABSTRACT

The purpose of this work was to determine the training needs of graduates in the area of decision making process for agricultural production activities in Teba Area, El-Noubaria, through identifying the following: 1. Graduates' levels of performance in the decision making process pertaining to their agricultural production activities and their relationships to selected personal characteristics. Graduates levels of performance were assessed in light of three indicators; namely: a- their perceptions of the major local problems, influencing their daily practices, b- their knowledge of the advantages and disadvantages of crop alternatives, and c- the main sources through which they seek agricultural information. 2. The pattern of associations between graduates' perceptions of selected economic and situational variables and the extent of their satisfaction with their farming decisions. 3. Similarities and differences among the three respondent groups: agricultural experts, extension workers, and graduates, regarding their perceptions of the major local problems influencing graduates farming decisions.

Data were collected from three respondent groups: 1. A purposive sample comprised of (80) graduates, 2. Extension workers (8), and 3. Agricultural experts (10), representing subject matter authorities, who have been engaged in relevant funded agricultural projects in Teba Area. Semi-structured questionnaire forms were developed and administered to the three respondent groups, seeking information related to the above stated study objectives. Percentages distribution and Chi² test were mainly used for the purpose of data analysis.

The main results of the study indicated the following:- 1. Graduates' levels of performance in the decision making process pertaining to their agricultural production activities were rated at a medium level for 31% of respondents whereas 68% were rated at a low level. When pattern of associations between levels of performance and selected personal characteristics were investigated, no significant relationships were revealed, 2. Data in the present study did not provide direct evidence that graduates perceptions of selected economic and situational variables may influence their levels of satisfaction with their farming decisions. 3. Examination of respondent groups' perceptions of the major local problems that influence graduates' farming decisions revealed that problems relating to marketing and input supply were most often mentioned by the three respondent groups. However, while (40%) of the graduates viewed plant diseases control as the most pressing problem, the agricultural experts group have referred to the shortage in extension service and lack of information dissemination on appropriate agricultural practices as a critical issue.