



Digitalisation of agricultural knowledge providers: the case study of fars agriculture organisation in Iran

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Introduction

Digitalisation makes significant changes in the structure, operation, and management of agriculture, among these changes, we can mention the transformation of organisational identity into digital identity. The changes made in the **organisational identity** are analysed based on four components:

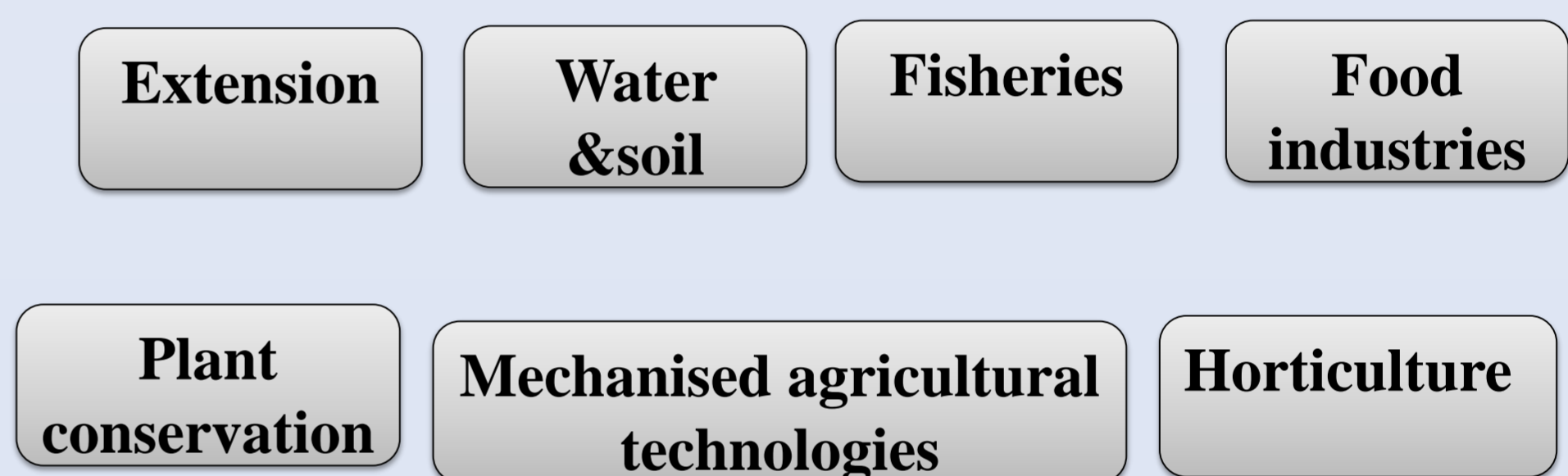
- ❖ the speed of change,
- ❖ the nature of change,
- ❖ the source or motivation of change,
- ❖ the context of changes among knowledge providers who are the specialists and experts of the organisation.

Methods

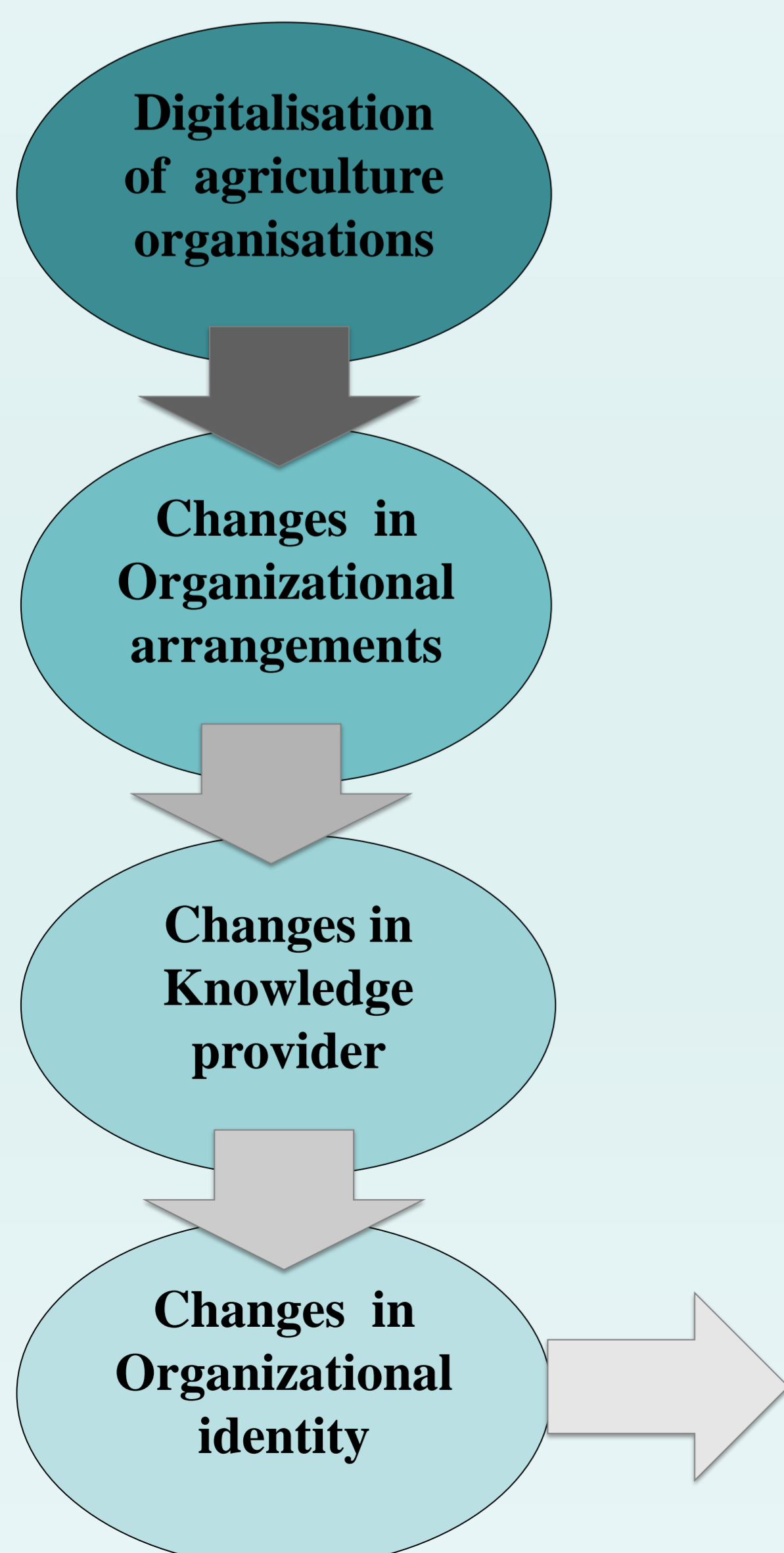
Research method : qualitative, Case study

studied case : Agricultural Organisation of Fars Province, Iran

This organisation has nine managers, and semi-structured interviews were conducted with 7 managers.



Results



Changes in Organizational identity in fars agriculture organisation

❖ speed of changes:

At first, it was slow \longrightarrow coronavirus intensified it.

almost all intra-organisational and inter-organisational matters are being done automatically (such as administrative correspondence platforms and virtual training).

❖ nature of changes:

with a long time horizon and gradually and continuously changing.

❖ source and motivation:

1- changes have been from The organisation itself.

(such as the panjareh; the digital system for organising food industry license applicants).

2- policymakers have ordered it to organisations (such as the zoning system)

❖ context of changes:

this is one of the leading organisations in the use of innovations and technologies. Therefore, the integration and acceptance of new and old methods of this organisation will be done well.