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**AN ANALYSIS OF THE JOB OF
FARM MANAGER
IN A
CORPORATE FARMING VENTURE.**

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ABSTRACT

The development of corporate farming in New Zealand has led to the enhancement of the occupational category "Professional Farm Manager". A review of literature on farm labour revealed that little research has been done on the job of Farm Manager. It was hypothesized that a technique commonly used in industrial psychology, Job Analysis, would provide useful information on the job of Farm Manager.

The research was carried out using the Morton-Read Farming Corporation as a case study. The small sample size had implications for the survey results obtained.

A job description and selection criteria for Farm Managers in the Morton-Read Farming Corporation was developed.

Job Analysis was found to have potential for describing the job of Farm Manager. As a result of the research, problems with the method were identified.

It was concluded that to further define the job of Farm Manager, and develop useful selection criteria, more information needs to be gathered about the cognitive aspects of the job. This is of particular importance when considering the role of the Farm Manager in the on-farm implementation of the Farming Corporation's policy.

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