EMPIRICAL STUDY OF DRONE ADOPTION FOR SUSTAINABLE AGRIBUSINESS

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ABSTRACT

The integration of drone technology in agribusiness has emerged as a transformative force. This research explores how drone technology is empowering agribusinesses to make sustainable decisions. Drones aid in precision farming, enabling resource-efficient cultivation and minimizing environmental impact. This research provides an overview of the key aspects related to the adoption of drones in agribusiness, highlighting its impact on productivity, sustainability, and precision farming practices. By surveying recent developments and emerging trends in drone applications, we aim to offer insights into how this technology is reshaping the agricultural sector. This research explores its role in crop monitoring, pest management, livestock management, and data-driven decision-making, demonstrating the potential benefits and challenges associated with drone adoption in agribusiness. Moreover, this research delves into the regulatory and ethical considerations that accompany this technological shift. In summary, this study presents a concise snapshot of the evolving role of drones in agribusiness and its implications for the future of agriculture.

Keywords: drone; agribusiness, sustainability technology; decision making.