

International web-based Conference
**ENTREPRENEURSHIP IN
TURBULENT TIMES**

Chania, Crete, Greece
August 29-30, 2016

Book of Abstracts

Editors:

Vassilis Moustakis

Leonidas Zampetakis

Maria Bakatsaki

Konstantinos Kafetsios

Aikaterini Sarri

Anastasios Panopoulos

Parthenopi Sourmaidou



Technical
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centre for the support of employment
and entrepreneurship of women



ΕΚΔΟΣΕΙΣ
ΠΟΛΥΤΕΧΝΕΙΟΥ
ΚΡΗΤΗΣ

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EDITORS:

Vassilis Moustakis, Technical University of Crete,
Leonidas Zampetakis, Technical University of Crete,
Maria Bakatsaki, Technical University of Crete
Konstantinos Kafetsios, University of Crete,
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PREFACE

The FOREMOST Conference has been a meeting point for academics, entrepreneurs, civil society representatives and students; a great opportunity for presenting recent research outcomes, and also for exchanging views about the future of entrepreneurship in Greece, with reference to the current economic crisis, from both the perspectives of theory and practice. Moreover, participants in the Conference highlighted the gender issue and the multidimensional nature of entrepreneurship bringing forward the potential of interdisciplinary research in the entrepreneurship field.

Contributors to the conference explored entrepreneurial intentions, analyzed the concept of the entrepreneur in relation to gender, investigated the role that education can play in the development of entrepreneurial skills, presented useful tools for female entrepreneurs and shared “hands on” experiences. In addition, an entrepreneurial state strategy was introduced as a way for states to evade crisis.

I find it hard to put into few words the rich discussions that took place in all the sessions and the lively debates that the exchange of meaningful ideas always sparks off. However, I shall try to offer a brief overview of the Conference’s conclusions. First, all the participants underlined the critical role that entrepreneurship can play in turbulent times. Second, it was stressed that a broader understanding of both the concepts of entrepreneurship and the entrepreneur will promote not only economic growth and prosperity, but also social development and progress. Finally, there was a consensus among the participants, that although more and more people recognize the importance of entrepreneurship, there is a need for a mentality change, as well as, for reforms in the institutional framework for an entrepreneurial culture and an entrepreneurial ecosystem to grow successfully. To this background, research outcomes can be useful tools in the hands of policy makers.

All in all, the FOREMOST Conference has been a fruitful initiative. It brought together people from different backgrounds, who not only presented research outcomes and personal experiences, but also shared their passion about entrepreneurship and their willingness to bring about changes either in their research fields, in the case of academics, or in practice, in the case of the entrepreneurs, or in policies, acting all together and in tandem as policy entrepreneurs.

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Anastasios Panopoulos, Assistant Professor
- **ERGANI CENTER**
Parthenopi Sourmaidou, Director

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MONDAY, AUGUST 29TH, 2016**

Session 1 - Gender and Entrepreneurship
Chair: Anastasios Panopoulos

Business startup and growth of women owned business. New evidence

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Abstract

The development and growth of existing business is a process with many societal benefits including job and wealth creation, and the advancement of innovation. Entrepreneurs' decision for growing their business is complex, is neither linear nor dependent on a limited number of factors. Entrepreneurs not only have to make important decisions for different tasks which are different in nature but also have to ensure that those decisions are the right ones not only for their business but also for themselves. While some entrepreneurs are pleased to be self-employed in a small scale, others have growth aspirations for their ventures

In the present research, we explore the effects of gender role and cultural identity (masculinity and femininity) in mens' and womens' business growth intentions in established firms. A questionnaire survey was completed by 572 business owners (286 females). Results from moderated mediation regression analyses, found that masculinity and femininity fully mediated the effects of entrepreneurs' sex on business growth intentions. Females who had higher femininity orientation and independent self-construal reported lower growth intention compared to those with lower independent self-construal. The study extends theoretical and empirical research on the effects of identity on business growth intentions while applications of the results are discussed.

Cultural identity, emotion, and achievement motivations: A cross-gender comparison

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Abstract

The talk presents results from data collected as part of the FOREMOST program on female entrepreneurship. Aims of the project were to compare the level so of independent and interdependent self construal in women and men who were employed, unemployed and who were into entrepreneurship and relate those to entrepreneurial attitudes, intentions and emotions.

Women working in public and private sector had lower levels of independent self-construal than the men counterparts. This effect was reversed for entrepreneurs, with women reporting higher levels of independent self-construal. At the same time, women entrepreneurs also had higher levels of interdependent self-construal than their male counterparts. Overall, women reported higher achievement motivation and equal levels of antagonistic emotions to the male counterparts. Independent of Gender, independent self construal was a powerful predictor of entrepreneurial attitudes, intentions, and emotions. Overall the results paints an interesting picture regarding females' cultural identity and entrepreneurial intentions and emotions, suggesting that there are stark similarities between the genders in Greece, with women also scoring higher intentions and emotions than men in some aspects.

Innovation of Women Entrepreneurship in India

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Abstract

Gender equality and economic development go hand in hand. Though the entrepreneurial process is the same for men and women, there are however, in practice, many problems faced by women, which are of different dimensions and magnitudes, which prevent them from realizing their full potential as entrepreneurs. This study aims to discuss one of the most significant economic and social developments in the world – the rise of the women entrepreneurship phenomenon. Women entrepreneurship needs to be studied as a separate field for two main reasons: (a). Women entrepreneurship is an important source of economic growth in creating new jobs and by being genetically different: women provide different solutions to management and business issues; (b).

Women entrepreneurship has been neglected, particularly in business research. Although equal opportunity for men and women in the entrepreneurial field is not a reality in the short range, the progress towards its achievement could be facilitated by better understanding of the impact of women entrepreneurship on society and its contribution to economic growth. This study addresses the growth in women entrepreneurship in India and explores primary motivational and other factors that influence women entrepreneurship, reviews the main obstacles facing the by women entrepreneur, analyze policies of Indian government for women and finally makes recommendations to policy-makers to encourage and support such activity.

Keywords: Women Entrepreneurship, Policies, India, Development.

Regional development through Creative Economy: The paradigm of Chania

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Abstract

Aim of this survey, is to identify the development opportunities via the Creative Economy concept, in the northern part of Chania. The research examines, whether the Cultural and Creative Industries (core sectors in Creative Economy) can create a positive impact on the economy of the area. The systematic literature review concluded, that CCI's has multiplier effects on the economy of a spatial entity, (especially in areas with high seasonality tourism). A successful case study for the developmental impact of CCI's is the case of Bilbao (The Bilbao Effect), where the establishment of the Museum Guggenheim recorded positive economical and societal impact in an extended geographical area. The research question:

“It is possible in the era of severe economic and social crisis to have growth via Creative economy? Is it possible to propose a Local Development Plan based on the principles of CCI's?”

The survey focuses in ten main topics:

1. Which are the potentials of the area (typical Mediterranean) in cultural and creative capital?
2. What are the bottlenecks
3. Which are the European national, regional policies and strategies to support local development through C.C.I.'s
4. Are the local cultural products interesting for tourists (so they can support economic development)
5. The organizational and administrative structure of existing C.C.I.'s in the area
6. A simple but radical administrative model can force development in the area via Creative economy

Keywords: Creative Economy, Cultural and Creative Industries(C.C.I.'s), Cultural Product, Local Development, Entrepreneurship, Cultural Economy

**Session 2 - Social Entrepreneurship, Business
Development and Growth**

Chair: Konstantinos Kafetsios

Entrepreneurial intentions in Greece: drivers and barriers in times of an economic crisis

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Abstract

During the last years, Greece is undergoing a major economic crisis which is associated with a deep and prolonged depression in economic and social terms. In this turbulent climate, entrepreneurship is seen as a way out of the economic crisis, as entrepreneurial activities have proven to accelerate structural change, to improve the competitive position of a nation in the global business environment, and to create new jobs. Therefore, raising entrepreneurial intentions of the Greek population is imperative as the intention to start a company is a central part of the entrepreneurial process and an immediate antecedent of actual behaviour

This paper shows preliminary results of a study on entrepreneurial intentions in Greece in times of a major and prolonged economic crisis. It provides insights about factors (drivers and barriers) that affect intentions to become an entrepreneur. Results show relatively low intention to start their business whereas, personal attitudes toward becoming an entrepreneur and perceived desirability are high. Furthermore, economical barriers, public policy barriers and business risk barriers are considered of the most important barriers towards undertaking entrepreneurial activities in regards to personal barriers such as stress.

The External Trade of Greece during the Economic Crisis (2008). The case of Export Businesses of Central Macedonia

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Abstract

The weak export performance in Greece is one of the most significant and chronic problems of the Greek economy and it is the result of the deficit of competitiveness. The article presents the state of Greek exports during the financial crisis (2008), which affect the country in recent years and in particular it investigates the degree of influence of the crisis on the performance of exporting firms and especially in the region of Central Macedonia.

Based on the outcomes of a primary research, the authors investigate the impact of the crisis on export firms, the problems encountered in their export activity, the strategies followed, and the measures which are proposed to address the economic crisis. Spite of the improved export performance of the companies, according to the forecasts for the next two years, it seems that are not encouraging prospects for investment and employment, which are the impetus for the transition of the Greek economy from stagnation to recession dynamics of growth.

Keywords: exports, economic crisis, export businesses, Greece.

Entrepreneurship Beyond Business: Exploring the Use of Entrepreneurship Insights to Understand International Relations Phenomena

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Abstract

The aim of this paper is to investigate the potential of the Entrepreneurship Theory in the field of International Relations. Following recent research efforts in the Entrepreneurship discipline which call for extending the impact of Entrepreneurship research beyond the domain of business and others in the International Relations field that support a further engagement with Entrepreneurship scholarship we propose that there is a specific pattern of state behaviour that can be conceptualized as entrepreneurial behaviour. To support our argument, we show how entrepreneurship insights can help us enhance our understanding of the small but smart state behaviour. Our approach contributes to the interdisciplinary research on Entrepreneurship and International Relations, opens new opportunities for research and provides policy-makers with a new line of thinking about change.

TQM: The Key Role for a Successful Entrepreneurship Development and Growth in Turbulent Times

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Abstract

The present paper provides a review of the factors that entice to the successful implementation of the Total Quality Management and investigates the contribution of TQM to the development and growth of entrepreneurship.

Studies have shown that TQM was positively associated with performance outcome, such as financial performance and profitability and with human outcomes, such as employee satisfaction, employee relations, customer satisfaction (Lawler et al., 1995) and eventually with entrepreneurship (Zapata-Cantu L.et al., 2016).

Continuous quality improvement forces the organizations to radical and dramatic changes. Lasting change needs time, sometimes even up to 10 years to put the fundamental principles and processes into place, create an entrepreneurial culture that is conducive to continuous improvement and change the values and attitudes of the people (Dale, 2007). TQM principles, - such as focus on people (employees, customers, suppliers), vision, mutual trust & respect, team work, open communication and innovation-, can help businessowners to develop in terms of entrepreneurship. Innovative entrepreneurs without quality can never become successful, have economic growth and sustain their competitive advantage (Al-Dhaafri, H. S., et al., 2016). Consequently, the combination of TQM and innovative entrepreneurship principles boosts the successful business development and growth in turbulence times.

Sharing Economy Growth in Europe

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Abstract

Sharing economy encourages the exchange of spaces or assets to facilitate in the production process as opposed to their utilization in the consumption process. People use this sharing economy platforms for different reasons such the way it can be used to encourage diversity given that the participant's hail from the various parts was thereby creating a social bond. At the same time, it also helps in pooling the new technology together and promoting novelty thus leading to economic development. In most cases, customers or the participants in this field are also motivated by the presence of the social and environmental concerns. European countries embracing the concept of the sharing economy slowly but this is set to increase in the next decade.

Keywords: sharing economy growth, entrepreneurship, social impact, sharing economy regulations, Uber, Airbnb.

Session 3 - Education and Entrepreneurship

Chair: Aikaterini Sarri

Entrepreneurship in Secondary Education in Greece- Impact on Students

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Abstract

Entrepreneurship not only consists the keystone to the fight against unemployment but it can also boost the economy of a country. In order to promote entrepreneurship in a country, entrepreneurial culture should be cultivated through the introduction of Entrepreneurship in education. The main objective of the present paper is the study of Entrepreneurship in Secondary Education in Greece. More specifically, the paper studies teachers' perceptions of the impact of Entrepreneurship Education Program (E.E.P.) on students upon its completion. This research was conducted through a structured questionnaire which was distributed to teachers who have implemented EEP in 2014-2015 academic year. Through the statistical analysis of teachers' answers, many notable conclusions emerged. Teachers consider that the improvement of soft skills and the preparation for the world of entrepreneurship are moderate effects on students upon an EEP's completion. Furthermore, another objective of this paper is to examine if factors such as demographic characteristics affect teachers perceptions on the impact of an EEP on students.

Keywords: Entrepreneurship, Secondary Education, EEP, impact, teachers, students

Dispersing Entrepreneurial Mindset and Values: A Novice Training Intervention for European Youth¹

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Abstract

This paper presents an entrepreneurship education program combined with recreational activities (Youth Summer Camp), aiming to develop entrepreneurial competencies and the entrepreneurial mindset of young students from South Eastern Europe.

The ideas of fostering entrepreneurship in education and developing entrepreneurial abilities are not new. Scholars have underlined the value of incorporating entrepreneurship to secondary education and a series of international actors have adopted related research findings. However, the link between education and entrepreneurship has not yet been established in many educational systems in South Eastern Europe, especially in Small States which face challenges, like lack of financial resources, limited international cooperation, lack of social capital, less modernized educational system. The aim of the entrepreneurial skills youth summer camp is to enhance participants understanding of entrepreneurship and provide the seeds for developing an entrepreneurial culture.

To this end, the entrepreneurial skills youth summer camp will introduce the participants to a different strategy of problem solving, that is entrepreneurship; our goal is to cultivate their ability to think and act independently and creatively, to cooperate, innovate, recognize opportunities, take risks, adapt, withstand pressure, understand diversity, respect differences, fight for equal opportunities and create something of value. Therefore, our focus is broad; it goes beyond entrepreneurship in the business sector; it takes an interdisciplinary and multidimensional perspective on entrepreneurship with the hope that entrepreneurial skills can help young girls and boys from South Eastern Europe to become effective agents of change in their societies.

Keywords: entrepreneurship education, youth, international summer camp, entrepreneurial mindset

¹ This paper is based on a proposal for the “UNESCO’s Participation Program” in collaboration with the Entrepreneurship Lab, University of Macedonia and the UNESCO Center for Women and Peace in the Balkan Countries

Session 4 – Innovation and Entrepreneurship
Chair: Vassilis Moustakis

Model Development in Entrepreneurial Ecosystems

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Abstract

In both national and regional levels, policy makers face an assignment optimization problem regarding the necessary expenditure and investments. The expenditures are to satisfy the needs of the population in medical, welfare and other areas whereas the investments are in education, infrastructure and technological developments that enhance the tax base at some future date thereby contributing to the available resources that can be used in the future. Among others, investments may include support for the creation of new businesses that can add to the wealth and job creation of the region. In this paper, we examine which factors contribute to having a vibrant entrepreneurial ecosystem and we discuss an optimization formulation that models the decision making problem faced by policy makers.

Policy makers around the world have a constrained optimization problem. They have areas that require expenditures and areas that require investment. Both of these require an income that typically comes from the tax base of the region in which they govern. The expenditures are to satisfy the needs of the population in medical, welfare and other areas whereas the investments are in education, infrastructure and technological developments that enhance the tax base at some future date thereby contributing to the available resources that can be used in the future. Obviously, the preference is for the investment type expenditures but policy makers have to care for the population's other needs and thereby the constraints.

One of the areas that policy makers want to enhance is entrepreneurial ecosystems that nurture the creation of new businesses that can add to the wealth and job creation of the region but the question still remains as to what factors contribute to having a vibrant entrepreneurial ecosystem. Kassicieh (2010) discusses many studies that have defined areas that contribute to better entrepreneurial activities and thus to economic development. Kassicieh et al. (2015) propose that entrepreneurial activity depends on three sectors: entrepreneurs, large corporations and government where the decision made by entrepreneurs to engage in entrepreneurship depends on their attitudes and the situations, both personal and non-personal, in which they operate. The non-personal ones reflect the support by different groups in the region for the entrepreneur.

Large corporations act as suppliers and customers to the entrepreneurs and in some instance act as entrepreneurs themselves and in other instances as support for the entrepreneurs as

allies, funders and collaborators. Government has limited resources typically from a tax base and they use it to enhance future entrepreneurial activity in a region.

In this paper, we examine the areas that policy makers can enhance in a region that can lead to better entrepreneurial activities. We then describe an optimization formulation that these policy makers face as they try to decide where to invest their tax dollars to enhance future wellbeing of the region.

Entrepreneurship and Innovation in the New Environment of Crisis. The Case of Western Macedonia.

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Abstract

In modern times, entrepreneurship is an important growth factor. To deal with competitiveness, SMEs must constantly be alert and have the ability to identify new technological knowledge, which means constantly evolving and facing problems, thus creating the need for innovation. Especially in an era of economic turbulence, innovation can be seen as the only realistic process that can lead enterprises out of the crisis. The aim of this article is to study innovation and entrepreneurship in SMEs of Western Macedonia in the new entrepreneurial environment of economic crisis. To do so a survey was carried out in the region adapting the fourth Community Innovation Survey questionnaire, which is based on the four innovation taxonomies identified in the Oslo Manual namely, organisational, marketing, process and product innovation. The survey was addressed to a sample of 43 SME's business managers in two periods, 2009 and 2015, that is before and afterwards the occurrence of the financial crisis in Greece and studies the firms' attitudes to innovation activities taking into account the country's economic crisis. The findings suggest that enterprises of Western Macedonia despite the crisis invested in innovative products and services in order to remain competitive. Another important finding was the lack of EU funding in SMEs for innovative actions during the 5 years of study, which further reinforces the previous conclusion that is that companies have realized the importance of innovation in order to gain competitive advantage.

Keywords: Innovativeness, Economic crisis, Measuring innovation, SMEs

Session 5 - Best practices of Entrepreneurship
Chair: Leonidas Zampetakis
& Parthenopi Sourmaidou

Support Center of Female Employment and Entrepreneurship

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Abstract

Centered in Sykies, Ergani, for 26 years, continuously, offers its services for the development of women's professional qualifications and business skills. Its largely consulting services are provided to unemployed women seeking for job or intending to start their own business, to employed women who wish to change their professional status, and to entrepreneurs who want to improve their business performance.

Current partners of the Center are the:

- Municipality of Sykies
- ATEI of Thessaloniki
- University of Western Macedonia
- Exporters' Association of Northern Greece
- East AE
- KEKSEVE-SBBE-DETH and
- Women Entrepreneurs Network of Ergani's Center

The central area of Ergani is located in Sykies (Karavangeli 1, in Drosia, before the St. Basil's Church) in the municipal area provided since the construction of the Center. It has, also, two branches - antennas, one in the Municipality of Thermaikos and the other one in Kozani.

The basic service departments of the Center are:

- the Employment Service which deals with all issues related to job search, maintenance and upgrading of the existing job status.
- the Entrepreneurship Service which notifies, informs and supports every effort for the formation or reorganization of a business.

At a supplemental level, it is provided legal counseling and psychosocial support and, also, assistance on familiarization with new technologies.

Results

During the last five years, Ergani Center's consultants have educated more than 7,000 women. In recent years, more than 4,300 women have been benefited from the Center. Among them, 53% had requests related to entrepreneurship and 47% to employment.

The Employment Service has promoted more than 1000 women to job or internship positions and 340 women to training programs in order to improve or update their skills.

With the support of Entrepreneurship service, 700 new enterprises have been created and 350 enterprises and women's cooperatives have improved their business plans. Among the existing companies, 76 were funded by programs oriented towards the media.

Since 90's decade, Erganihas assumed the complete support of Women's Cooperatives; both through consulting and specific networking, and promotion, actions of 16 women cooperatives from the Central and Western Macedonia, Thessaly and the North Aegean Sea, in which 145 rural women are, totally, involved. Among these cooperatives, 13 have, already, been enrolled into the program of Support of Female Employment and Entrepreneurship and been reinforced by the total amount of 350.000 Euro.

Finally, since 2012 and after the implementation of the Law 4019/11 aboutsocial economy, specific, complementary to each other, support actionsforSocial Economy businesses have been implemented, through which groups wanting to set up a social cooperative and existing cooperatives are supported.

Supporting Social Entrepreneurship in Greece Nowadays, our Experience from the Project “So New”

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Abstract

The Ergani Center, the Women’s Network, the SocSEnt Land Coil and the European Network WINNET Europe, under SO NEW project (SOcialEntrepreNEurshipNoW), have implemented an innovative program to support Social Entrepreneurship. The project started in September 2015 and ends in July 2016.

IMPLEMENTED ACTIONS: Consulting on Group Issues and Entrepreneurship, Training in Entrepreneurship, Mentoring Training, Socially-Driven Cooperative Networking, Development of Partnerships, Support Events - Promotion of Social Entrepreneurship, One-Day Conferences- Fora – Festival.

RESULTS OF THE PROJECT: A stable support structure service of Social Entrepreneurship, in Ergani Center (Karavangeli 1, Sikies), and an antenna in Thessaloniki’s center, have been created. The project agencies have organized 15 events and participated in more than 14, where they informed more than 2,000 people. They have been supported by receiving consulting and training: 57 existing or under institution Koin.S.Ep, 18 groups and 50 independent individuals. Overall, the individuals, who have been benefited, reached the 350 in number. 16Koin.S.Ep. 3 AMKE and 3 individual enterprises have been created, 8 Koin.S.Ep are under institution, 35 groups are forming cooperatives and 6 sole proprietorships are going to be set up.

MENTORING: Two courses of Mentoring Training were implemented during which 20 young Mentors strengthened their skills, enriched their knowledge and, exchanged and transferred their own experiences. The Mentors’ network counts to date 30 mentors and it will continue to support the KoinSEp after the end of the project!

NETWORKING: It has been empowered the NETWORK Koin.S.Ep.of Central Macedonia, which currently has 22 Social Cooperatives, whereas 9 are still under incorporation.

The actions have not been stopped after the end of the project; they continue providing services focused on the recent needs of the subordinates, of the businesses being under composition and of the Social Enterprises!

- Innovative actions targeted at the support of vulnerable and / or excluded groups!
- Design of new tools to provide support and, of pilot and innovative actions and applications!

So begins a new cycle leading to, sensitively, support and to the innovation of creative teams, which will indicate through their own needs new services and new paths of being allied to this!

Pancretan Association of Parents and Friends of Children with Neoplasia

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Abstract

Through the introduction of "Iliachtida", we attempt to demonstrate the role and the position of women within the social business context, with regards to the management and the administration of it. The vision, the encountered difficulties, but, also, the decisions necessary to be made, during the daily pursuit of resources, strategic alliances, funding and appreciation of the association's activities.

Keywords: female entrepreneurship, social business, "Iliachtida", social entrepreneur

Social Media and Women Entrepreneurship: From Word of Mouth to World of Mouth. Reach your Audience, Build your Brand, Grow your Business.

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Abstract

This paper aims to explain why the social media landscape contains opportunities for women entrepreneurship and showcase how they can be used to maximize business growth.

An overview of techniques and best practices of using specific social media platforms and the integration of them to the marketing plan of a business are presented in a simplified way as the main idea is to become of immediate use even from women who are not social media savvy.

Basic Learning Objectives are:

- Understand basics and social media practices
- Understand and build the social media framework
- Do's and Don'ts in the social media platforms

Introduction

The first part of this paper positions the idea of the use of social media and women for business purposes and why it is an ideal match.

The second part deals mostly with the necessity of use of social media by a woman in an existing or a new business. Women starting or running a small business may use the social media landscape for:

- Connecting with customers, new and existing
- Increase brand visibility
- Promotional reasons
- Professional networking

The framework that needs to be designed and implemented, prior to any serious engagement of social media usage for business purposes, is thoroughly explained in part three.

The framework uses 4 pillars. Identifying the right audience being the first, as the choice of who to a business address its products/services is a critical reason of its success. Setting objectives is also quite essential as the measurement of various factors while keeping a social media business profile gives us valuable quantitative and qualitative data. Objectives must be of a relevant, measurable, attainable manner and have a time specific perspective.

The strategy that a business should implement is formed in combination with its vision and also with the mission that wishes to obtain. A customer service strategy, or a community building one, a sales purpose or an influencers engaging one should support and perfectly aligned with business's offline marketing activities.

For obtaining social business activity choosing the right social media platform is a critical step. To do so a woman entrepreneur must be familiar with basic knowledge of social media platforms and understand which one will perform better keeping in mind the audience segment that wishes to capture most and the product/service business serves. Integrating social media tools with other offline marketing tools and keeping them updated is two key factors that must not be neglect

Setting-up the framework will be more easily understood by using an example of a persona that goes through all frameworks steps.

In the last part of this paper we will list the do's and don'ts when using a social media platform, what to avoid and which tactics to embrace.

Female Entrepreneur in Turbulence Times in Crete

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Abstract

The Development Association of Female Entrepreneurs in Crete was established in 2003 and has registered, so far, 500 members. It actively promotes, through its actions, the enhancement of the sustainability of female entrepreneurship and extroversion both in Greece and abroad. The purpose of the Association is to:

- support and encourage female entrepreneurs to participate in trade union, social and economic organizations.
- promote equal opportunities for female entrepreneurs in the economic, social and political life of the country and support, with its initiatives, the elimination of unfair professional discrimination
- encourage its members to improve its entrepreneurial skills and its educational and cultural level, through participating in vocational training or higher education studies.
- provide consulting services on women's employment, vocational training and the transformation of domestic economy to qualitative commercial products.
- promote its members' business activities and products by organizing annually the Cretan Women's Week and participating in other relevant exhibitions and events.
- submit proposals in national and European financial programs for its members' benefit.
- collaborate with women's organizations from all over Greece and the European Union on professional issues and participate in similar Greek and International Organizations.
- cultivate the spirit of solidarity and mutual support among its members but urges its members to use their professional skills and business intelligence for the general good.
- promote friendship, cooperation and understanding among professional women across Europe.

Although, Greece is in crisis, the number of female entrepreneurs in Crete is increasing. Encouraging is the fact that the newly established women entrepreneurs are young and have hi-tech knowledge.

Carving New Paths, the Only Solution!

Valentinos Tzekas

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Abstract

I will present my experience and travel of how I succeeded to turn my idea into a start-up firm. How I managed to make my dreams to come true and commercial products.

The most important condition is that universities should teach students to think like Entrepreneurs, not like Accountants!

Women Resource Centers in Sweden and in Europe

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Abstract

The WINNET Europe, the European Association of Women Resource Centres, was formed in year 2006 by national, regional and local Women Resource Centres (WRCs). WINNET Europe has in year 2014 member organisations in 11 of the 28 EU member states, in which one is outside the EU.

The mission of WINNET Europe is to:

- strengthen the role of Women Resource Centers (WRCs) as key actors of regional growth and support the participation of women in regional development increasing thereby Europe's competitiveness and achievement of the Lisbon Strategy goals;
- assist the implementation of the objectives of the European Union in the employment and social affairs area, as set out in the Roadmap for equality between women and men (2006-2010) and the European Pact for Gender Equality and the European Social Agenda;
- enhance a gender equality perspective in co-ordinated strategic use of European, national and regional resources;
- be actively involved in policy making processes and communicate women's experiences in EU Member States and the candidate countries;
- increase women's influence and participation in the labour market and the society as a whole, on European, national and regional level;
- contribute to create new permanent jobs for women by supporting women's own ideas, innovation and entrepreneurship;
- promote the empowerment of women and their social inclusion;
- enhance women's use of ICT and their active participation in the Information Society.

Further information about the project can be found at the website:
<http://www.winneteurope.org/>

The Project “Going Abroad” and the Method of Business Success Teams

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Abstract

Going Abroad was a project with 7 partners and 6 associated partners from Sweden, Germany, Lithuania and Poland, mostly NGOs, 2011-2014. The project was financed by the Interreg IV C South Baltic Programme and was elected as a Top 5 Project.

The aim was to strengthen the position of women entrepreneurs with micro-businesses and encouraged them to increase their cross-border activity. The project implemented the method of Business Success Teams.

The method of Business Success Teams, BST means that business women meet to motivate and support each other in the management of their own enterprises. A group of 4-6 people meet regularly once a month and support each other to achieve the goals they set for themselves during 6 months to 1 year.

The BST focuses on improving the abilities to manage a business through sharing the individual experiences. The participants are running the team, take turns to chair the meetings and keep a journal. The very important structure of the meeting has three stages:

1. getting started, 5 min/participant, progress since last meeting support,
2. evaluate difficult issues and situations together and find solutions for them
3. aims, 5 min /participant to define aims, what will be achieved until the next meeting, homework

Duration of a meeting 2-3 hours.

Documents at <http://www.goingabroad.nu/>:

- The Success Team method,
- A Handbook Statistical reports about the life of Women and Men in the South Baltic countries.
- Going Abroad – the Success Story

Helping Ambitious Female SMSs Innovate and Grow Internationally in Turbulent Times

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Abstract

PRAXI Network is an established technology transfer organization with long-standing experience in assisting SMEs and research organisations throughout Greece to achieve cross-border technological cooperation. It is a distinct administrative unit operating within the Foundation for Research and Technology – Hellas (FORTH), the most active research organisation of Greece. It started out in 1991 as a partnership between FORTH and SEV Hellenic Federation of Enterprises with the mission to link industry with academia. This strategic alliance of the research and industrial world of Greece was reinforced four years later, when the Federation of Industries of Northern Greece (FING) joined the partnership.

Between 1995 and 2008, PRAXI Network was nominated by the European Commission as one of Europe's Innovation Relay Centers (IRC) acting therefore as one of the main Greek stakeholders in the field of technological innovation and cross-border technological cooperation. In parallel and since 1999, the General Secretariat for Research & Technology in Greece appoints PRAXI Network as the National Contact Point (NCP) for the 5th, 6th and 7th Framework Programmes for Research and Technological Development and currently Horizon 2020, rendering it an official entity for information and advisory support for EU-funded research programmes.

Since 2008, PRAXI Network provides innovation and technology transfer services, initially as a member and currently as coordinator of the Greek consortium of the Enterprise Europe Network, the largest network of integrated business support to Small and Medium Enterprises (SMEs).

Office for the Entrepreneurial Support of SMEs

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Abstract

The Chania Chamber of Commerce has established the Support Office for SMEs to support enterprises to improve their efficiency and competitiveness providing the following services:

- Provide information about the new laws, taxation, as well as, about the new vocational programs, and calls for national and European programs and grants (without replacing the services provided by the accountants and economists).
- Organize informal events related to business issues.
- Disseminate the competitive advantages of the enterprises of Chania and facilitate the exploitation of their products and services.