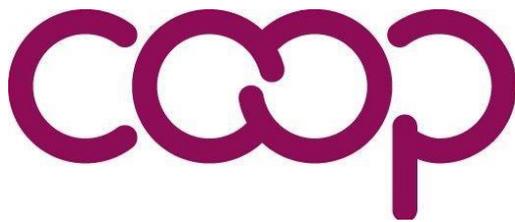


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& ΜΕΛΕΤΩΝ (ΙΣΕΜ)

Comparative study of Greek and Portuguese wine co-operatives

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Abstract

The study intends to create a better understanding of wine co-operatives and their relationship with the environment using a systemic approach. The paper compares wine co-operatives in Greece and Portugal. The main research question to be answered is: What are the similarities and differences in Greek and Portuguese wine co-operatives from a systemic view? The organizational capacity model of wine co-operatives in Portugal has been developed in a previous study. The model is a tool to enhance the understanding of wine co-operatives environment and the factors that interfere with their performance. In this case, the model provides a systemic view of the studied phenomenon.

Wine co-operatives are unique organizations. It is necessary to understand their environment and the factors that affect them to understand what determines the organizational capacity of those co-operatives. Also, members' attitudes and behaviors and the co-operative identity are particular aspects to be studied because they contribute to understanding the character of the co-operative. There are three sets of categories in the model: *members*, *environment*, and *organizational capacity*. The competence of the wine co-operative to manage all those factors – internal and environmental – greatly influences its potential ability to achieve success.

The approach of the research in this paper is qualitative. The purpose is to compare data from Portuguese wine co-operatives and Greek wine co-operatives. Data was collected by semi-structured interviews with managers and members of Greek wine co-operatives to know whether the categories already presented in the model are similar or different from those in Portuguese wine co-operatives; and observation by visiting Greek wine co-operatives.

The expected result of this investigation is an understanding of the similarities and differences of Portuguese and Greek wine co-operative regarding the model.

Keywords: wine cooperative, environmental factors, Greece, systemic approach, Portugal.