



STUDIA Universitatis Babes-Bolyai OECONOMICA

2006

No. 51

Issue 1

TRANSFORMATION STRATEGIES FOR THE GREEK ENTERPRISES IN THE EUROPEAN BUSINESS ENVIRONMENT

T. LEVENTI^a, G. SAMARAS^a, L. SDROLIAS^{a,*}, N. KAKKOS^b

^a Technological Education Institute of Larissa, Greece

^b University of Loughborough, United Kingdom

ABSTRACT

As a result from the radical realignments in the European setting and the dynamic modifications of its economic dimension, resulted the creation of a multifunctional, of high requirements and completely competitive European business environment. Greek enterprises as receptors of its variform effects, are called to act in this environment developing a series of innovative tactics of approaching, with which it will be rendered possible to the investigation and diagnosis of environmental changes and effects in Greek business culture, and also it will be adopted a new organizational and administrative structure of Greek companies, capable to shield their enterprising substance. In this way, these might acquire a permanent flexibility and adaptability in the continuous changes of this business environment and ensure an appreciable European prospect.

JEL Classification: M14

Keywords: European Business Environment, Greek Business, Business Culture, Organizational Change, Business Transformation Strategies

* Corresponding author. Department of Project Management. E-mail: lsdrolias@teilar.gr