



Alliance for Entrepreneurship and Development in Western Greece

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**The prospects of entrepreneurship in the region of Western Greece:
linking business characteristics with the economic environment**

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The aim of this research is to propose and develop an analytical model of the entrepreneurship perspective in the region of Western Greece, in order to link the specific characteristics of entrepreneurship with the productive structure of the region. Through the model will be possible to identify the potential developmental dynamics, and to assess the potential benefits of expanding entrepreneurship for the regional economy.

Entrepreneurship is a major driver of growth for a regional economy with a wide range of different effects such as: creating new businesses, increasing production of goods and services, creating new jobs, adopting new technologies production-management-distribution, creation of innovation, improvement of labor productivity, export dynamics, etc. However, the possibilities of expanding entrepreneurship are largely affected by the current economic crisis and the unfavorable characteristics of the business environment.

Taking into account the current economic and social environment, we develop the model in two distinct modules. The first module explores the characteristics and the evolution of entrepreneurship for the region of Western Greece (paying particular attention to the impact of the current economic crisis) while the second module identifies the sectoral features of the regional economy, as they result from the application of input-output analysis.