

## Summary of "Research on the Best Practices in Greek Wine Industry"

During the last 15 years the Greek wine industry has demonstrated great innovation by considerably improving the quality of wines produced. In order for it to fully immerse and restore Greece's place among the winegrowing countries, the Industry has to make advances not only on oenological matters but on business and commercialization too.

It is to this end that the present paper on the Research on Best Practices in Greek Wine Industry wishes to contribute in. In this research we have tried to find out whether Greek wineries know about and implement contemporary business administration methods which have delivered excellent results in other sector companies that have been awarded with prestigious Quality awards. Thus, we take a first step towards improving the quality the Greek Wine Industry offers to its clients; recognize the present situation, point out strong and weak points and give to producers new ideas about the notion of Quality.

The research has been conducted with questionnaires which include Best Business Practices that the Malcolm Baldrige Quality Award winners use and cover seven fields of interest; Leadership, Definition of Clients/ Market Knowledge, Human Resources Management, Operations Management, Index of Efficiency, Value Creation and Marketing Activities.

The data have been statistically processed with the SPSS version 10.1 statistical software so as to reveal correlations among the variables of the questionnaire.

As a conclusion, we find that Greek wineries combine the notion of Quality mainly with the quality of the wine produced, ignoring other aspects of Quality that have to do with integrated customer service. Therefore, there is margin for improvement as far as the scientific approach of Business Administration is concerned.