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RENEWABLE ENERGY ENTERPRISES AND REGIONAL PARAMETERS

Abstract:

This paper is devoted to Greece's national competitiveness in relation to renewable energy production enterprises from solar. Applying Porter's diamond model on renewable energy enterprises, we should take into account regional or local factors due to the dependency of those companies on natural resources. After all, Porter maintains that national and regional factors jointly promote a competitive advantage. The analysis should be spread to lower levels than the national one, because renewable energy production companies, either at the stage of installation or at the stage of operation, are fully affected by the locality. Measuring or analyzing national competitiveness of this kind of enterprises is not always easy because there are essential differences from other types of industrial activity. In this paper, specific regional data are also incorporated in the analysis of the diamond model conditions, which affect national competitiveness. Through Porter's diamond model we can adopt a multidimensional approach towards this subject related to factor conditions, strategy, related industries, demand and governance. Hence, the purpose of this paper is to examine solar energy production enterprises through a twofold interpenetrated framework. Thus, on the one hand, the aim is to highlight the significant role of regional parameters when analyzing the competitive advantage of renewable energy enterprises in Greece by applying Porter's diamond model, and on the other hand to implement the aforementioned model in the case of solar energy enterprises taking into account all possible regional parameters.

Keywords:

regional; energy; enterprises