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SOLAR ENERGY ENTREPRENEURSHIP AND REGIONAL INVESTMENT ATTRACTIVENESS

Abstract:

The present research deals with the effect of regional, macroeconomic, environmental and energy indicators on regional competitiveness of entrepreneurship in the solar energy sector. The work focuses on renewable energy production as it consists, to some extent, the core of sustainable development. By applying the AHP method, it is aimed to determine the significance of some criteria in relation to regional competitiveness of solar energy enterprises. Ten criteria are set to prioritize the 13 Greek regions. Quantitative and qualitative data will be combined in the present analysis so as to determine and prioritize the Greek regions with respect to the goal of regional competitiveness. The AHP method will be applied so as to delineate investments in the solar energy sector by incorporating regional factors in decisionmaking. Regions vary in terms of competitiveness in the solar energy sector; hence, decision makers and business managers should take into account regional factors.

Keywords:

entrepreneurship; solar energy; regional; AHP method