

Hellenic Mediterranean University
School of Management and Economics Sciences
Department of Business Administration



DOCTORAL SCHEDULE
PROPOSAL OF DOCTORAL THESIS

SUGGESTED TOPIC:

***« POSSIBILITY EXPLORATION ENTREPRENEURIAL
OPPORTUNITIES IN COUNTRYSIDE UTILIZING EUROPEAN
POLICIES »***

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The proposed doctoral dissertation aims to explore rural development, through policies and measures that support the economic viability of "rural communities", while at the same time aims to highlight good business practices in Crete, attempting a critical review of unsuccessful development actions of the hinterland. Business actions for rural development in Greece and especially in Crete are in many aspects important for the rural areas, as well as for the national economy, as through business actions the employment of human resources in the countryside can be supported and strengthened, offering gradual economic prosperity, tourism development and sustainability. The dissertation also aims to propose more effective ways of designing feasible measures for the development of national and regional policies and measures of sustainable entrepreneurship in the hinterland, highlighting proposals for rural development through training.

The purpose of the proposed doctoral dissertation is to investigate the development of the hinterland, which is increasingly emerging with development policies and business ideas, actions that classify the countryside in general and in particular in Crete, a vital branch of the Greek economy. Emphasis will also be placed on the connection of the primary sector with the secondary (processing-standardization) and the tertiary (services) in Crete, a connection that despite all the efforts and initiatives of the last decade has not reached sufficient levels, that demonstrate the potentials of regional economy. Specifically, the proposed dissertation aims to find and adopt measures, strategies and funding, aimed at enhancing, inter alia, the agro-tourism and livestock sector, environmental sustainability, sustainable tourism development and rural prosperity. At the same time, an analysis will be made of the efforts of the past, the reasons for the failure and limited success of the agricultural development actions. Through the elaboration of the proposed doctoral dissertation, the importance and necessity of "regeneration" of rural areas will be explored, through rural development programs at Community, national and local level, which can reverse distorted development paths (for example mass tourism).