

The condition of Greece's main local markets. Methodological approach and key findings

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The significance of geographic space as one of the most important parameters in defining and analyzing local markets, has led our Institute to implement, maintain and constantly update a spatial database containing descriptive data for all retailing enterprises alongside their physical location. The main data source is the General Electronic Commercial Registry (GECR), a nationwide database containing a variety of information about each enterprise in Greece.

This database is the backbone for a variety of other regional and local researches. In the regional level we have conducted a research concerning the mapping of commercial magnitude of each city and the intra-city commercial competition. In the local level, our research plan covers three areas of interest:

- i. The delineation of areas suitable for the Open Mall Initiative (OMI)
- ii. The depiction of thematic city routes based on specialized commercial activities
- iii. Periodical in situ research concerning the condition of the main local markets of Attica, Thessaloniki and Patras.

In this paper we will focus on the in situ research of the non-main local markets, one of the most longstanding research projects of our Institute. In the first part, we will focus on our research questions and the methodological approach on choosing where to conduct the research. In the second part, we will present some of our key findings and our concepts of local entrepreneurial clusters and entrepreneurial mobility. In the final part, we will present our plans on enhancing the research project alongside with some thoughts on how to incorporate its findings in public policy-making concerning the SMEs.