

EXPANDING OUR UNDERSTANDING OF EFFECTIVE ENTREPRENEURSHIP AND LEADERSHIP  
PROCESSES: AN APPLICATION TO THE WINE SECTOR

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ABSTRACT

The recent economic recession in the U.S. and in the E.U. is enhancing entrepreneurship processes around the world. Old forms of production are becoming obsolete along with old ways of organizing the economy and society. This scenario and the emergence of new leadership processes have prompted an increase in entrepreneurship focused on the needs of new niches. One of the sectors in the U.S. that has shown major growth during the last decade is the wine sector. The increase of national and international market competition in the wine sector has prompted new entrepreneurship and leadership processes in this sector. As a result, it seems timely and appropriate to expand our understanding of effective entrepreneurship and leadership processes in the U.S. wine industry.

The dissertation's main contributions are to: (a) expand the understanding of the dynamics of entrepreneurship, (b) expand the understanding of how human cognition relates to its contexts in order to make entrepreneurship effective, (c) identify two types of leadership that are key for achieving companies' sustained competitive advantage, (d) expand the understanding of how human cognition relates to its contexts in order to make leadership effective, (e) identify the structures (traits and processes) that effective entrepreneurship and leadership share, (f) identify the synergies between entrepreneurship and leadership, and (g) bring useful insights to the nine wineries interviewed so that they can address their current challenges more effectively.