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THE EFFECTS OF INSTITUTIONAL LOGICS ON ENTREPRENEURSHIP IN THE SPACE
SECTOR. THE CASE OF GREECE

Abstract

This paper is part on an continuing effort to investigate constraining and enabling effects of institutional logics on entrepreneurship in the European space sector. The goal is mapping rules, regulations, ideas and cultural standards hindering or stimulating entrepreneurship in ESA Member States in general, and in particular on the subject of this paper, Greece. Interviews with various Greek space actors were conducted, analysed and related to archival data on the Greek space sector. On an agency level, two logics are identified, perceived as being either supporting or constraining by entrepreneurs and small companies: the country cooperation logic and the European institution logic. On a national level, the new sector logic, the prime contractor and a product logic are identified as driving and constraining forces for Greek entrepreneurs. The new sector logic entails challenges of entrepreneurs and SMEs arising from new or inadequate regulation, conservative government funding decisions and a misalignment of national priorities for space activities with the expectations of Greek space actors. The prime contractor logic encompasses entrepreneurial activities concerning building, growing and changing relations to traditional, large ESA contractors that govern entrepreneurial decisions on a national level. The product logic describes the constraints and drivers imposed on entrepreneurs by the quality requirements of space products, as well as the competition of new products with ESA quality standards.