ICTS AND RESPONSIBLE VALORIZATION IN THE WINE SECTOR

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This paper aims to highlight the importance of responsible valorization in the wine sector as an irreplaceable economically sustainable source of competitive advantage, practical response to the new society trends and real expression of a new enterprise vision based on culture of responsibility. The new and more and more complex scenarios in which global and local wine businesses are projected, in fact, bring out the responsibility of them as regards social issues of health, welfare, nutrition, environmental sustainability and quality of life improving. At the same time, this context highlights the need of new tools to encourage a widespread culture of responsibility as integrated system of values to support and maintain for the sustainable competitiveness of regions.

From this point of view, the firm has to begin to develop itself, going over products and production processes, interpreting the business limits and its importance as regards internal and external growth as a living expression of an integrated set of general and common interests.

In the last years, there has been a growing interest in the activities directed to create a positive image of the firm related to humanitarian, social or environmental engagements. The various dimensions of marketing (ethical, green or greener marketing and so on), redraw the borders of the valorization processes pushing the firm to review its management philosophy and showing a new society-oriented mission. Thus, corporate responsibility and society trends in the wine sector become the gravitational center for the design of creation value processes in the local systems, or rather, the critical variable in the value chain of regions as regard to which the business wine learn to draw its responsibilities and its role as innovator. In such context, Information and Communication Technologies play a key role to support a shared building value strategy for enterprises and regions.

Based on these considerations, work aims to test the significance of the ICT-based integrated approach to the responsibility and to co-innovation as a fundamental tool for the responsible valorization in the wine sector. It will propose a critical survey carried out by wine businesses of Campania Region, that will allow to identify the firm in a position matrix (fig 1) and to plan an ICT-based responsible valorization strategy.

Figure 1 – Position matrix