

Reframing wine organizations in new times with new rules

Graduate

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Objectives

The objectives of the project are to obtain an overview about organizations and organizational structures of wineries in Switzerland, to identify its critical points and to create the new adapted structures of wine organizations.

Methods | Experiences | Results

To accomplish objectives theoretical and practical researches were done.

The theoretical research consists of the description of organizational theories, organizational structures and types of organizations. Modern times is defined as new trends and new generations.

Three practical researches were done in the French speaking part of Switzerland: Geneva, Vaud, Neuchatel and Valais regions. The first is web research. It shows that most of organizational structures in Switzerland are family wineries (fig.1). The second research is wineries visits during the open wineries days. It shows the clear distinction between wineries of different regions (fig.2). Finally, the interviews with winemakers research shows the clear distinction of two types of wineries: independent and corporate entities. The results of interviews were mapped in SWOT analysis. The analysis of research using reinventing organizations approach helped to identify seven issues that needs to be reframed in swiss wine organizations. These are clear alignment, fully used potential, distributed authority, individual effectiveness, team effectiveness, adaptability and feedback competences, and leadership.

7 steps of transformation swiss wine organizations



Master Thesis
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Degree programme

Master of Science HES-SO in Life Sciences

Field of application

Viticulture and Enology

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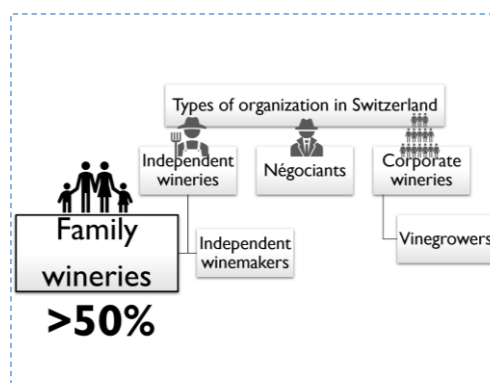


Figure 1 – results of web research
Three type of wine organizations in Switzerland according the information on the websites.

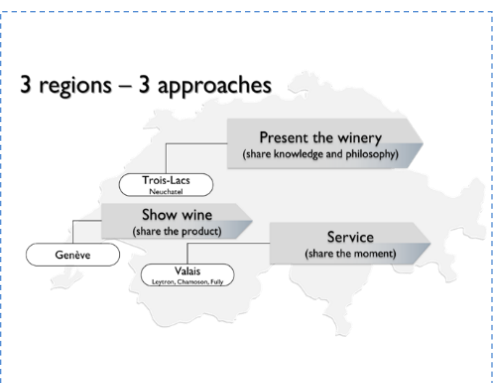


Figure 2 – results of wineries visits during the open wineries days
Results shows the distinction of three wine regions in Switzerland.