

# **(Re)Defined: What Greeks expect from future businesses**

National Survey Results  
May 2025  
**Issue B**



# Research specifications

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This research was conducted on behalf of TOTAL BUSINESS  
and presented  
at the "The BIG P", conference, on 16 May 2025,  
at the Athens Conservatory.

Online interviews via YouGov panel

Structured questionnaire

Population : Men & Women 18+ Nationwide

Representative sample : 1003 persons.

Conduct : April 2025

Focus Bari is the Affiliate Partner of YouGov in Greece ([www.yougov.com](http://www.yougov.com))

- ✓ 150+ spontaneous comments from respondents in their own words!
- ✓ They rated the survey 9/10!



# We investigated:

Opinions - beliefs and expectations of Greeks  
about business as a whole and  
on 7 key pillars of entrepreneurship:

- ❖ *Politics & Social position of businesses*
- ❖ *Sustainability and Environmental Consciousness*
- ❖ *Culture and moral compass*
- ❖ *Technology and the human face*
- ❖ *New Generation - Future Leadership*
- ❖ *Economy and Business Resilience*
- ❖ *Holistic Human Factor Treatment*



## **In Issue B**

***We will see results on the views of  
Greeks on the...***



**Role of Businesses in Society and  
Politics**



**Culture, Ethics and Technology in  
Business**



**Economic Resilience and Human  
Capital**



# **SECTION A:**

## **Role of Businesses in Society and Politics**

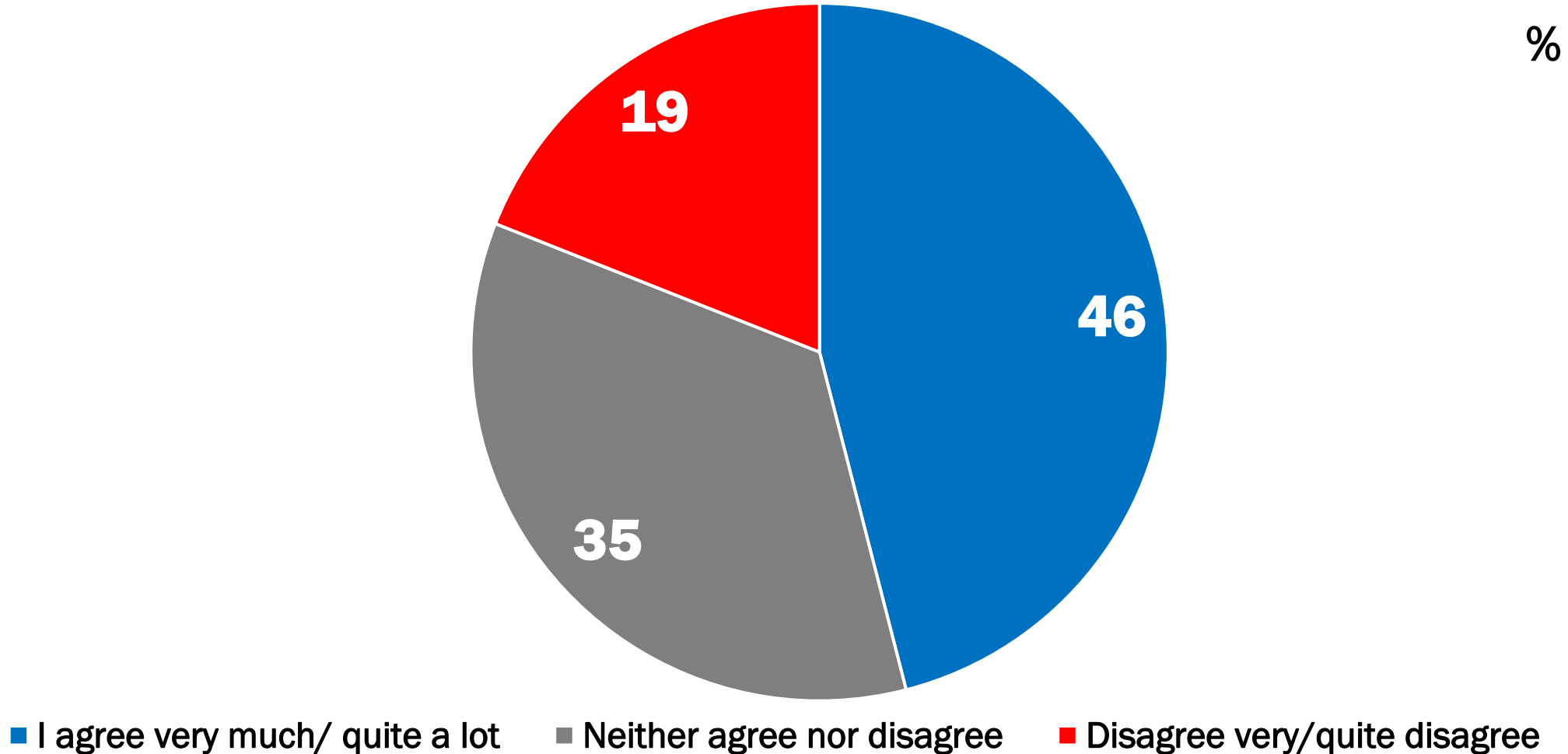
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## Businesses with Public Presence:

**Almost one in two citizens supports an active role for businesses in socio-political developments**

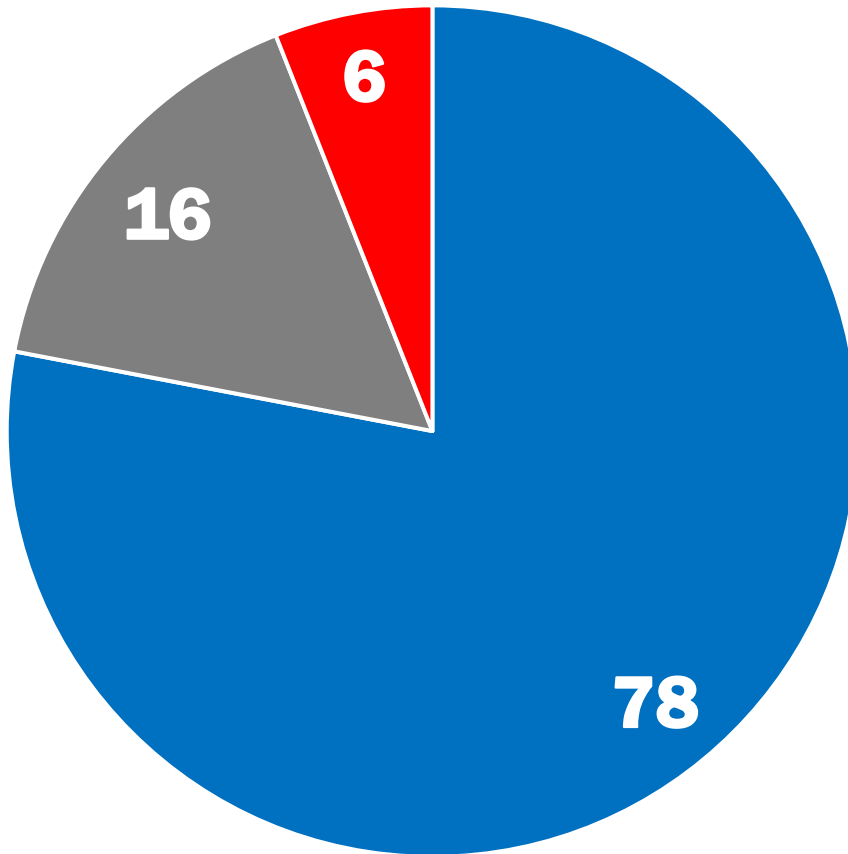
*"Big businesses must take a public stand on important social and political issues."*



# Independence, not indifference:

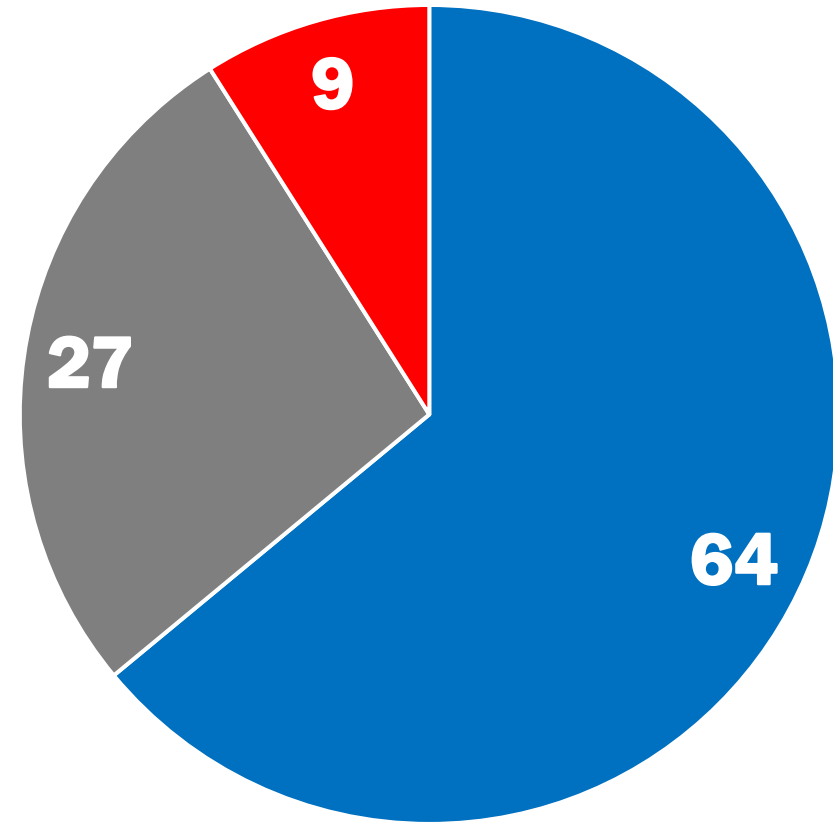
**Citizens expect businesses to contribute to policy-making without political bias or influence**

*"Businesses should be independent from political influences."*



*"Government should collaborate to work more closely with businesses to develop sustainable policies."*

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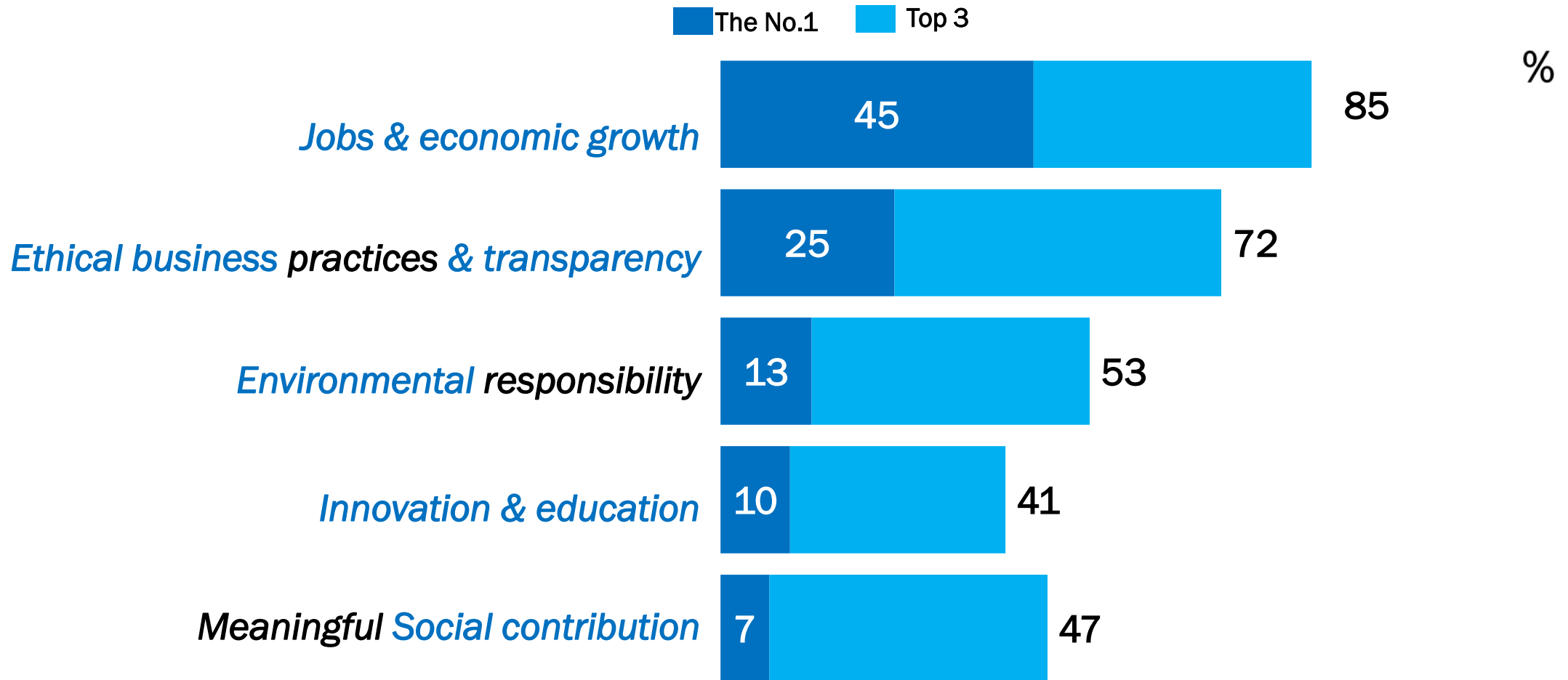
■ I agree very much/ quite a lot   ■ Neither agree nor disagree   ■ Disagree very/quite disagree



# Corporate social responsibility:

## Greeks prioritize job creation, ethics and transparency

*"The basic responsibility of business to society"*



# **The message from consumers to businesses about: Social responsibility**

***"Work together as a force for the economy  
& society without entanglements,  
create growth & jobs"***

# **SECTION B:**

## **Culture - Ethics and Technology in Business**

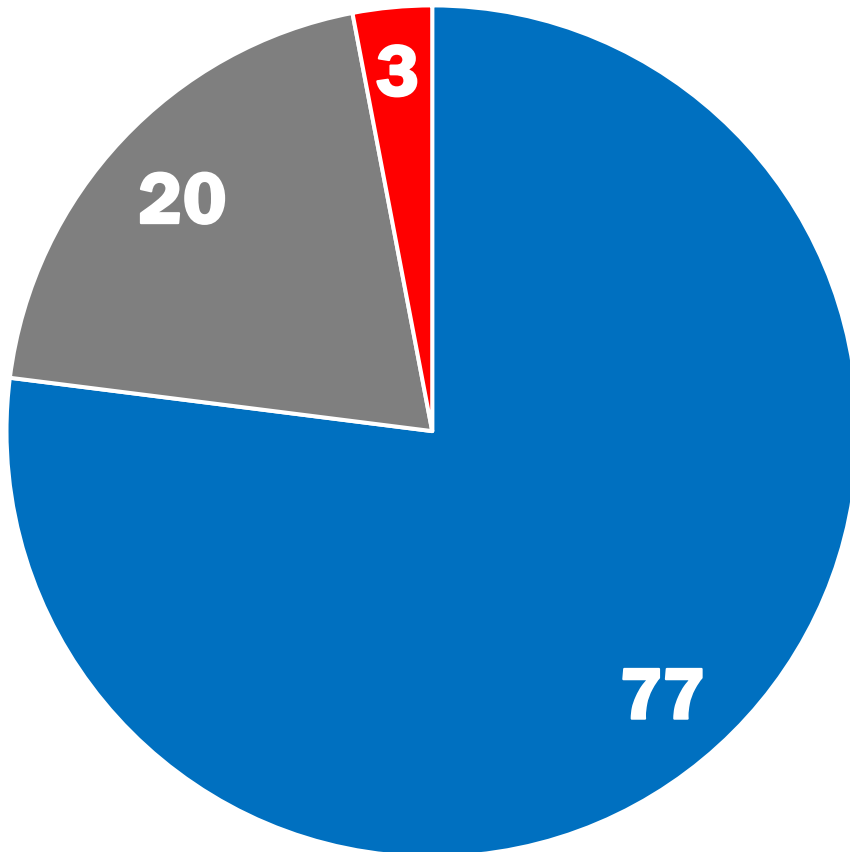
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## Business ethics:

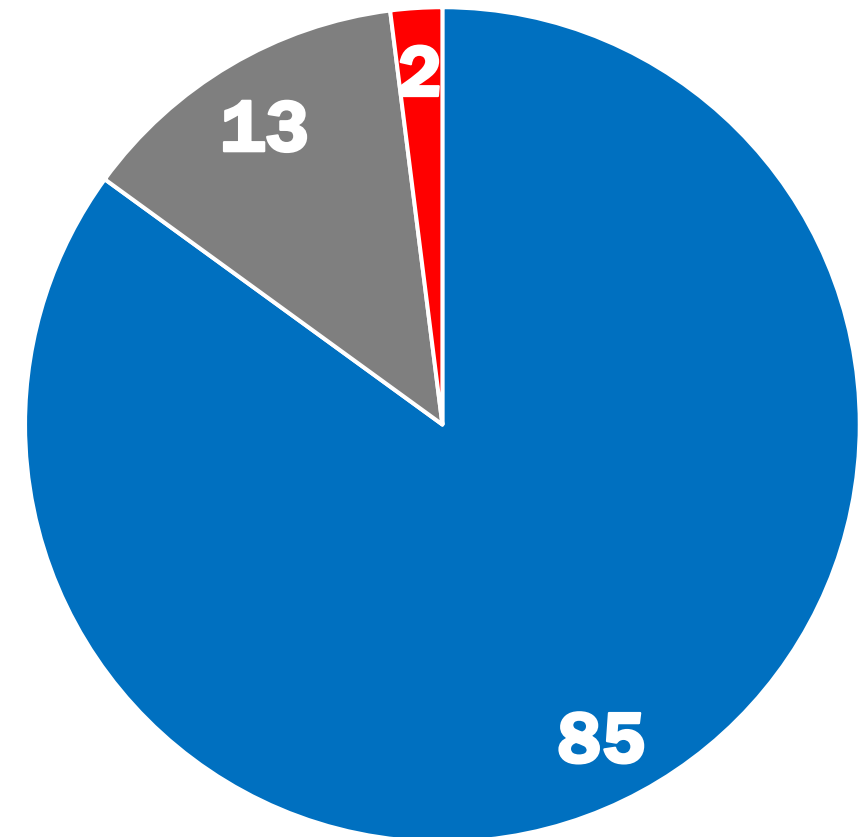
# Society clearly expects ethical consistency and honesty in corporate values

*"Businesses must prioritise ethics and values over financial gain."*



*"Businesses must now put into practice what they declare as their vision, mission and values, not just declare them in theory"*

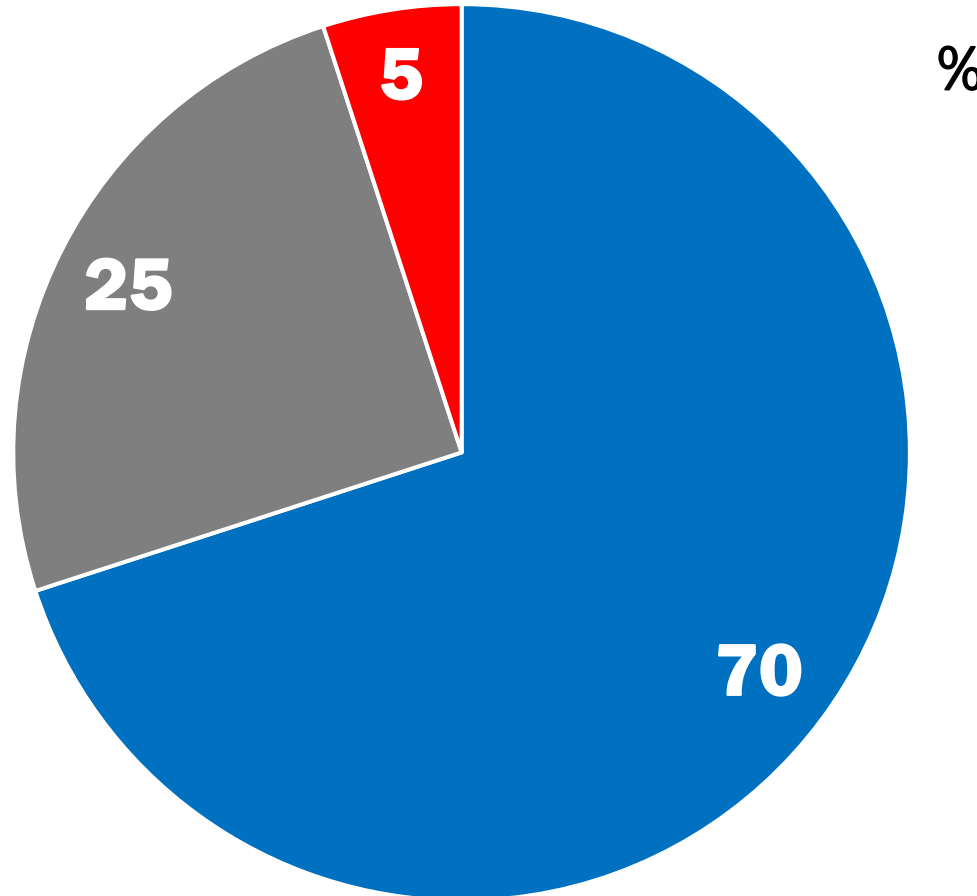
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# Diversity and Inclusion: Essential Ingredients for Employee Performance

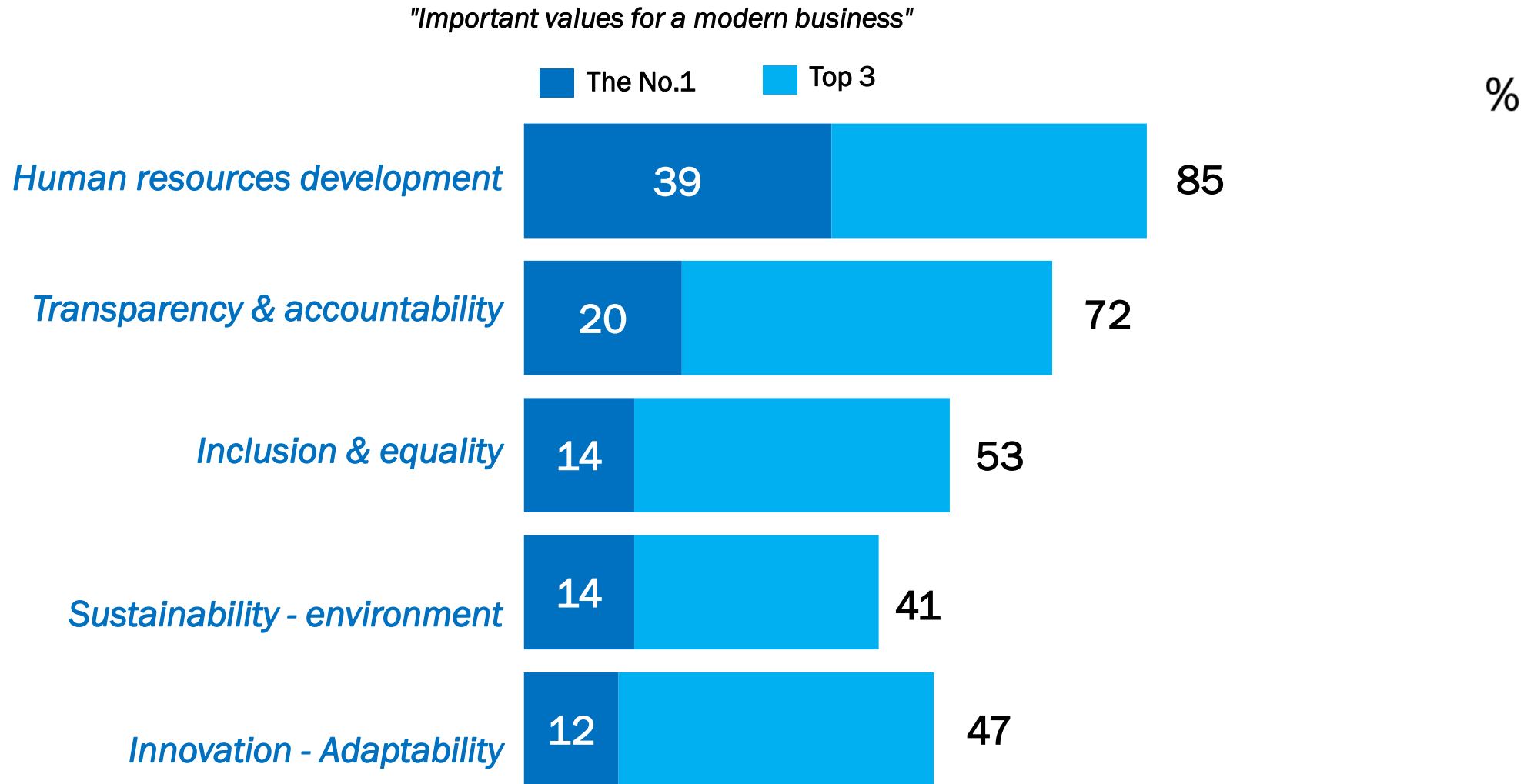
*"Employees perform better in organisations that promote diversity and inclusion"*



■ I agree very much/ quite a lot   ■ Neither agree nor disagree   ■ Disagree very/quite disagree

## Moral values:

# Employee development, transparency and accountability - the key expectations Greeks have from businesses





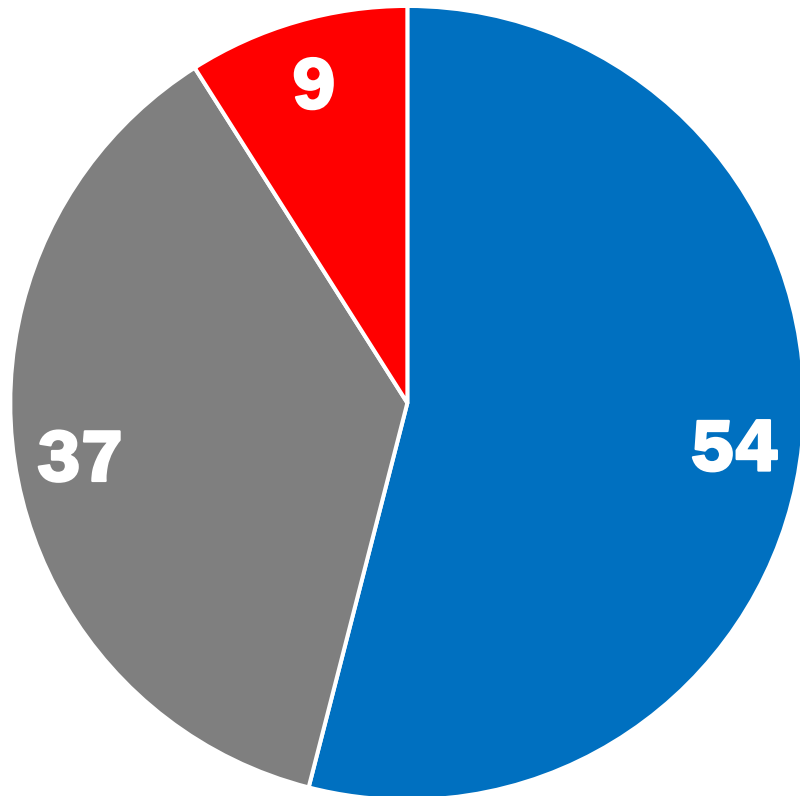
# The message from consumers to businesses about: **Ethics - Culture**

***"Focus on the promises you keep,  
not just the ones you make:  
values as strategic resources are an asset that  
cannot be copied"***

# Power and Price of Technology:

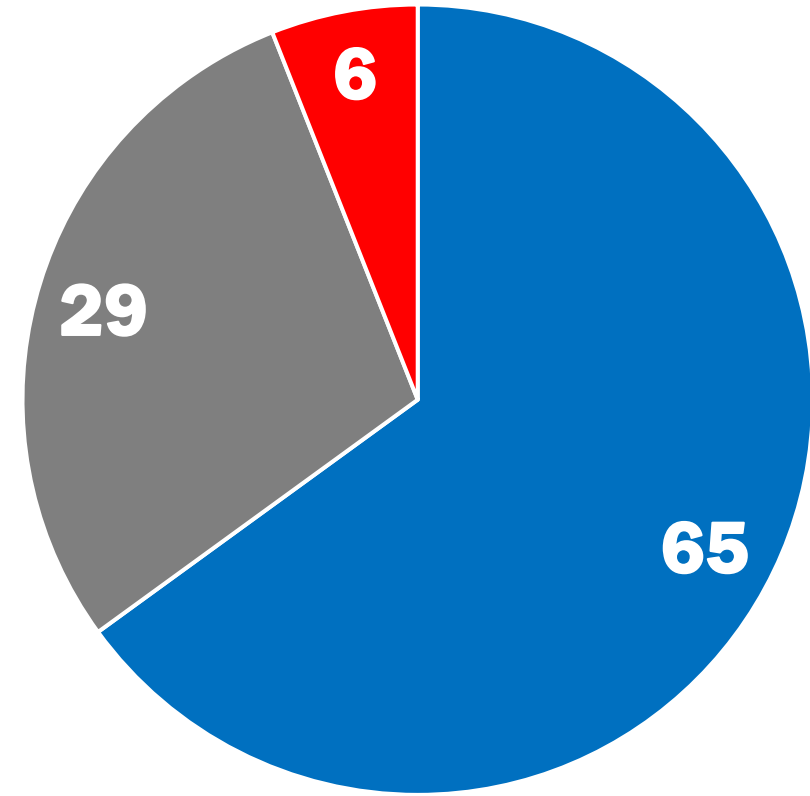
## More transparency, less human contact(?)

*"Technology improves transparency and accountability of businesses to both consumers and the state."*



*"Businesses rely too heavily on algorithms and automated services sacrificing human contact."*

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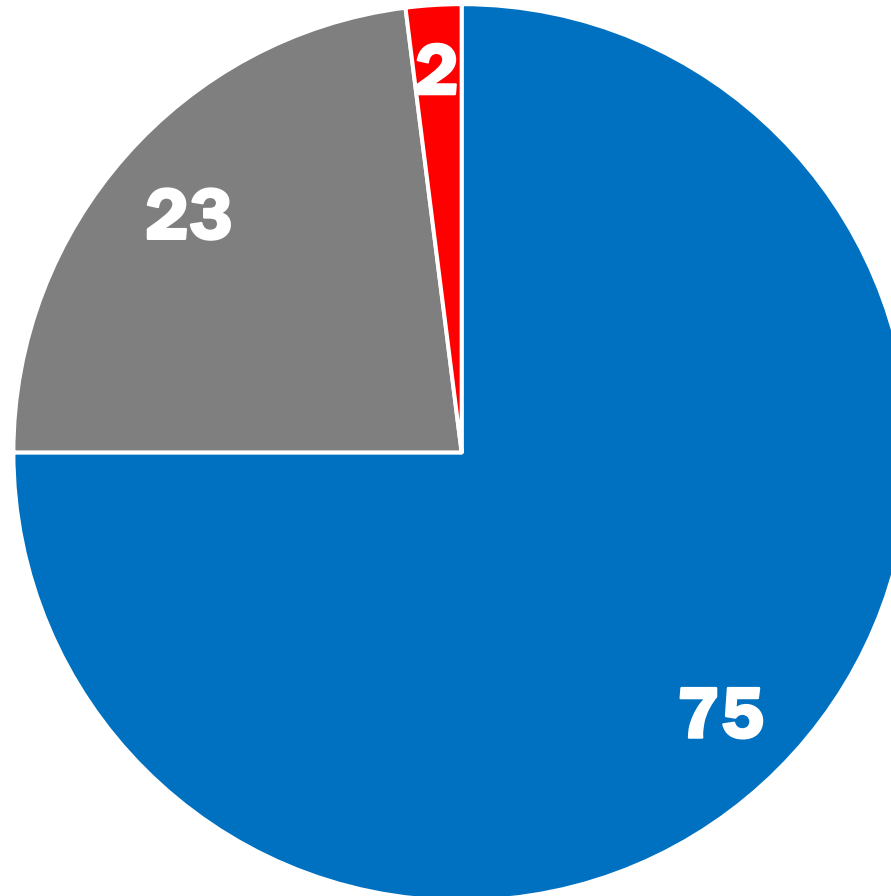


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## Customer at the centre:

**Three out of four people see customer experience as a key to trust**

*"Businesses should focus primarily on the customer experience and shape their procedures and practices accordingly"*



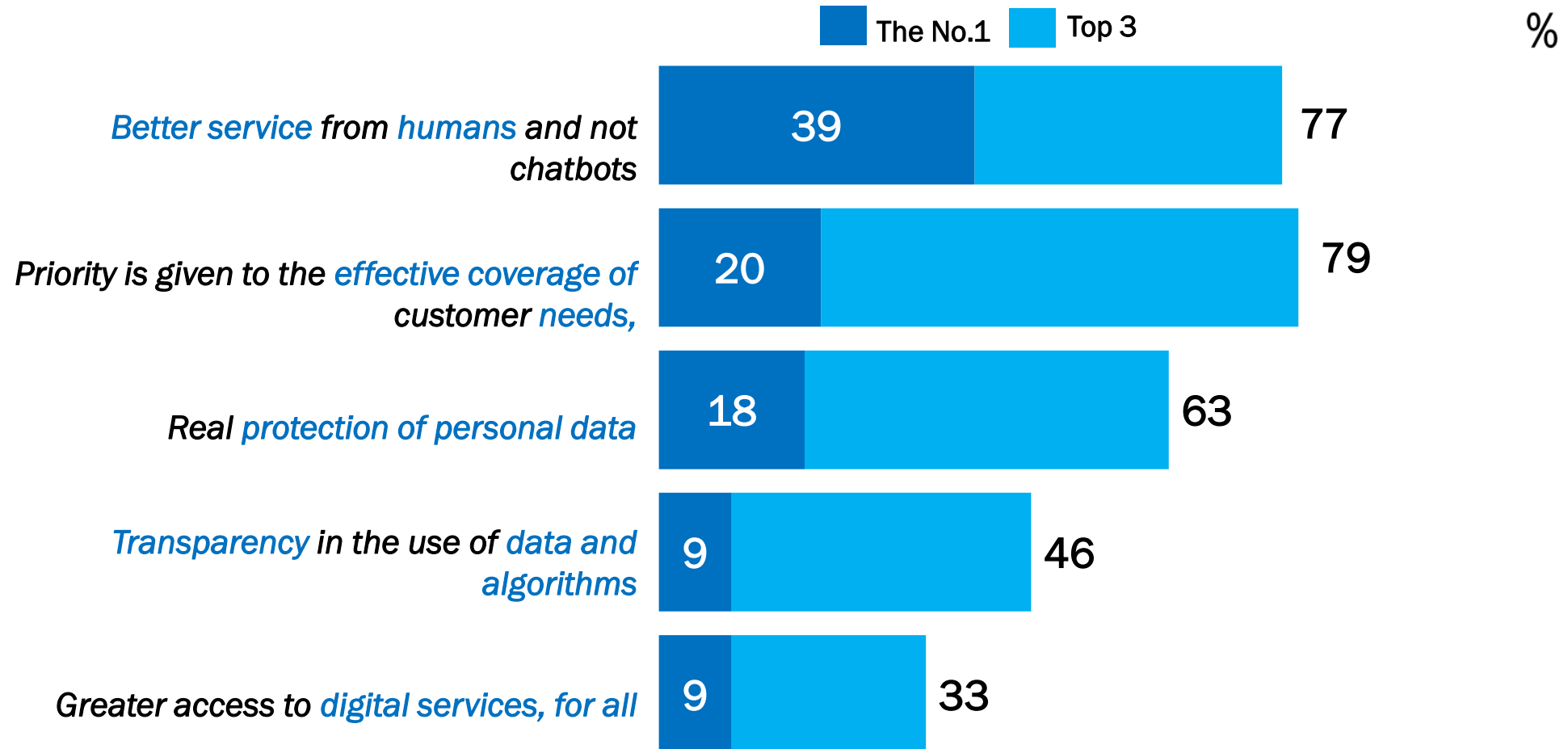
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# The digital world of business:

## Greeks expect less automation and more substance in service

"What changes would you like to see in the use of technology by businesses?"



# The message from consumers to businesses about: Technology

***"Get ahead of the technology,  
give it a human purpose and  
build  
something meaningful, worthwhile"***

# **SECTION C:**

## **Economic Resilience and Human Capital**

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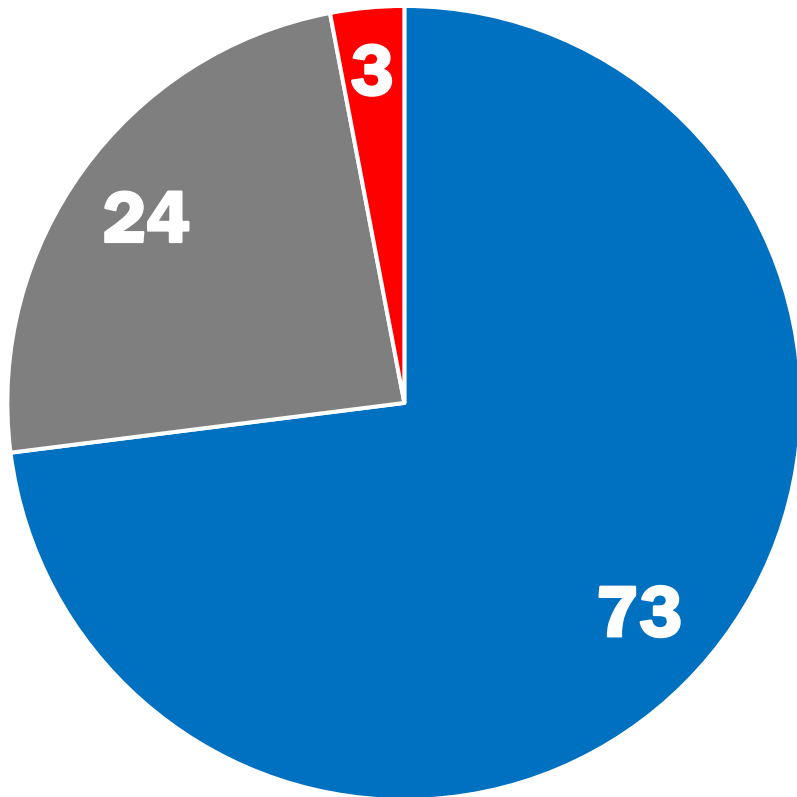




## Innovate or Fade:

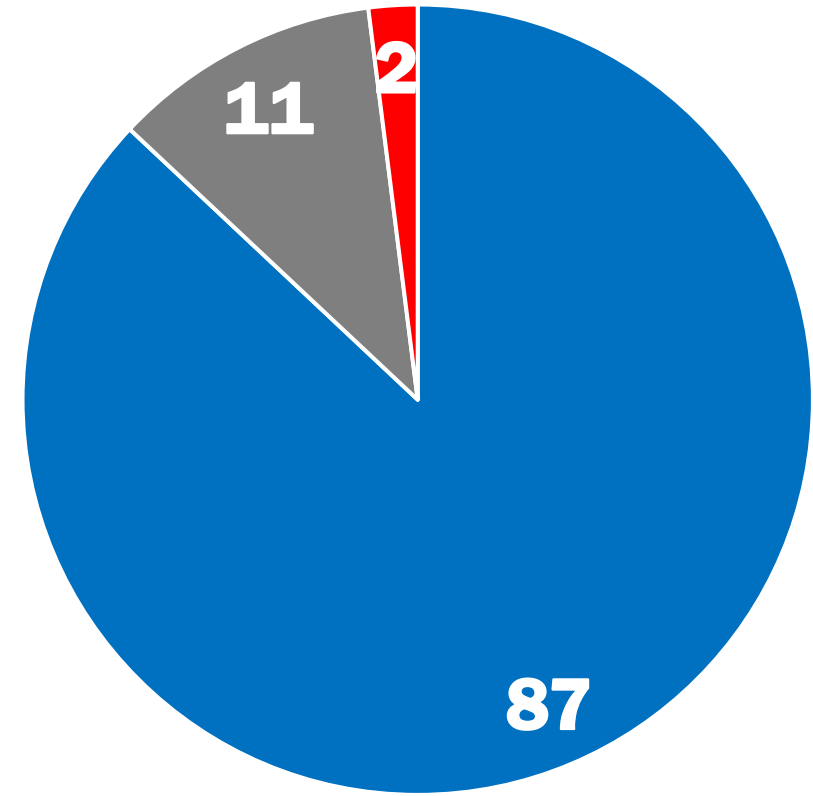
### Greeks view innovation as essential for business survival and demand state support for SMEs

*"Businesses that do not innovate will have serious survival problem in the future"*



*"The state must support small and medium-sized enterprises to adapt to new conditions..."*

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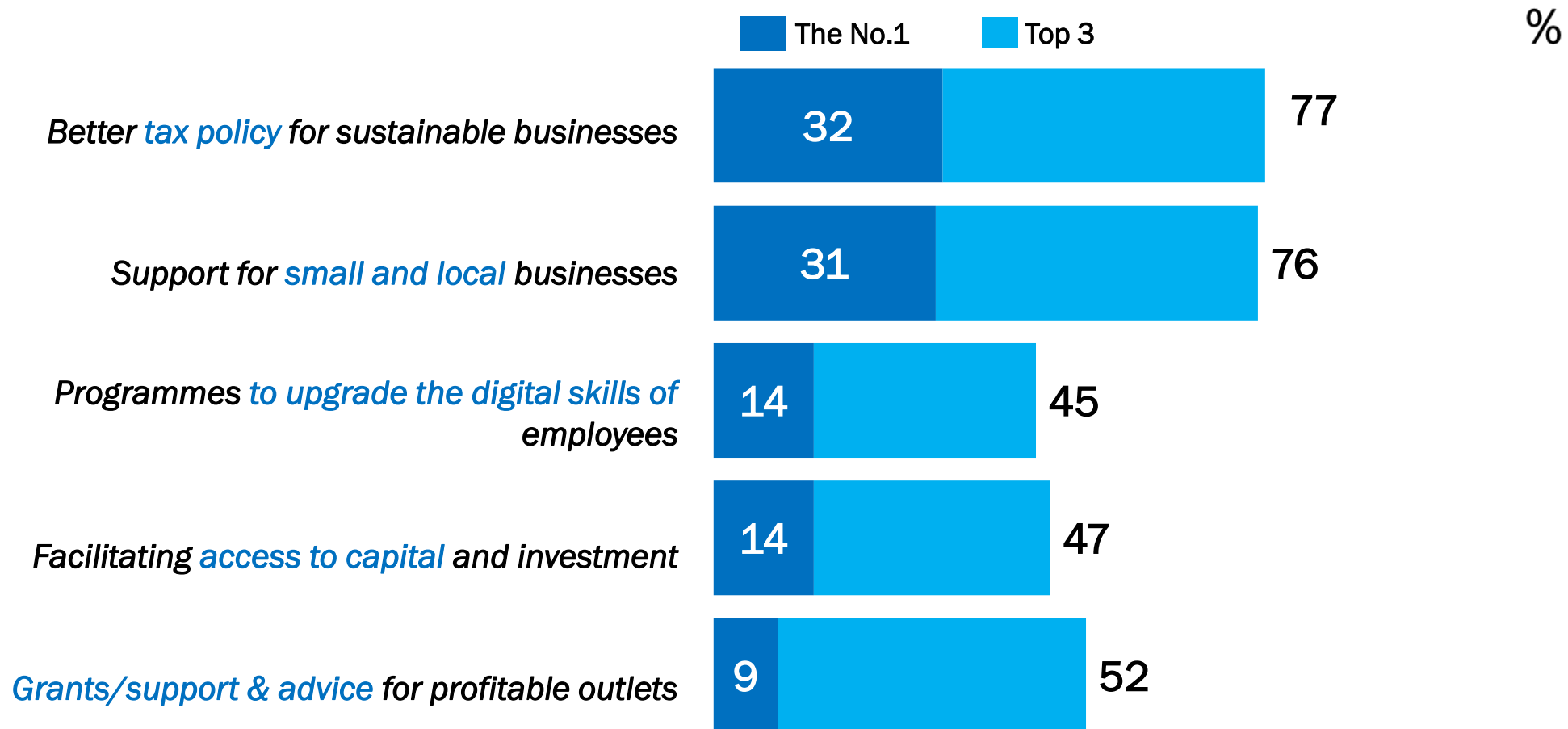


■ I agree very much/ quite a lot   ■ Neither agree nor disagree   ■ Disagree very/quite disagree

## Economic sustainability:

# Tax reform and support for small and medium-sized enterprises the key to survival

"What changes do you think are necessary to maintain the financial stability of businesses?"



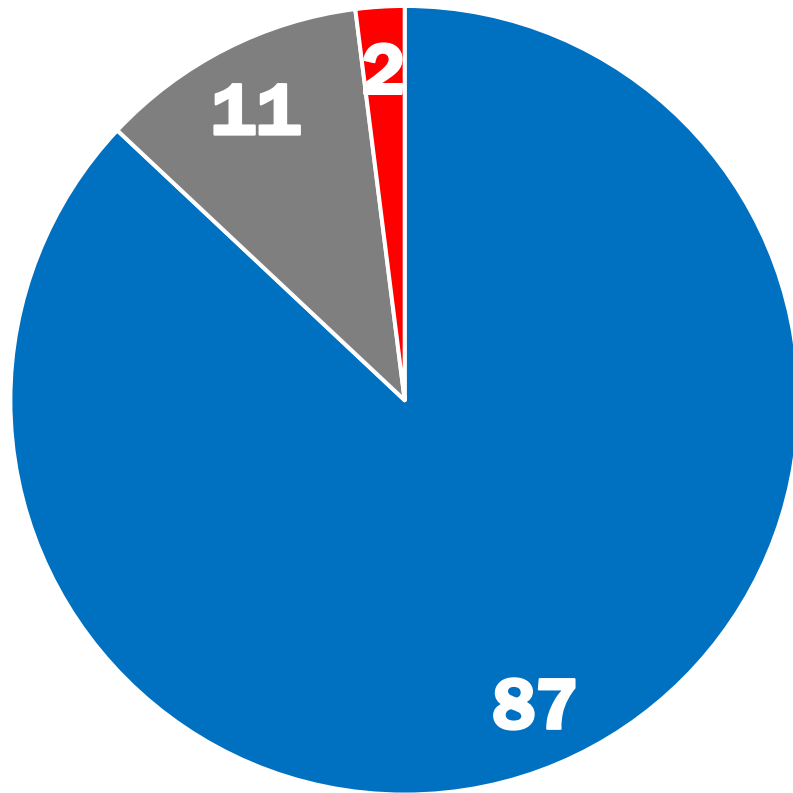
# **The message from consumers to businesses about: Economic resilience**

***"Adapt to the ever-changing data and keep innovating — or the changes will overtake you!"***

# The human perspective of business:

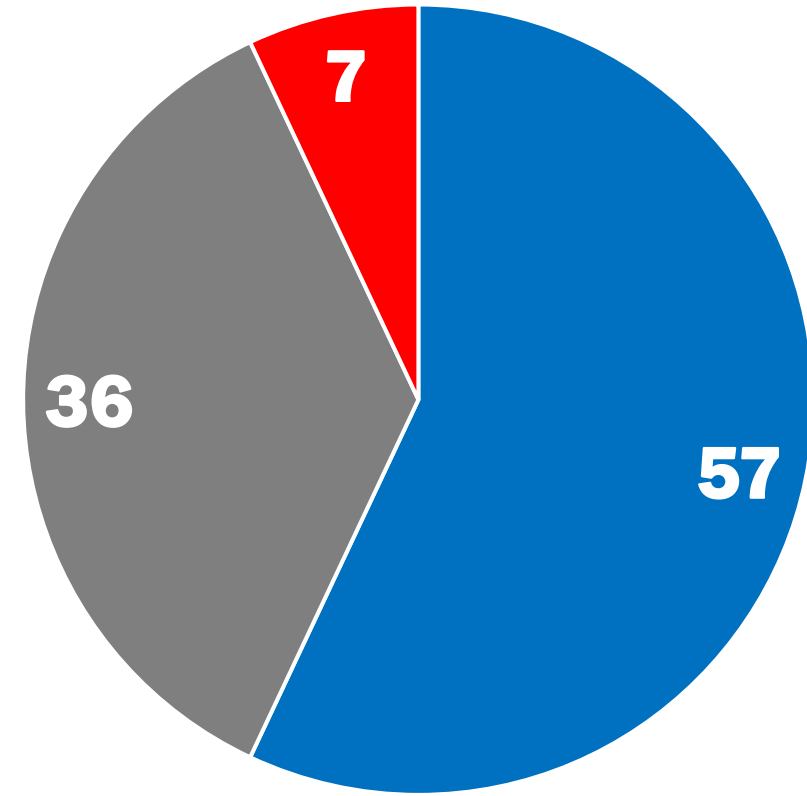
## Employees' mental well-being as a priority with the social footprint to follow

*"Businesses need to put more emphasis on to the mental health and well-being of their employees."*



*"Consumers are increasingly choosing businesses that promote social responsibility."*

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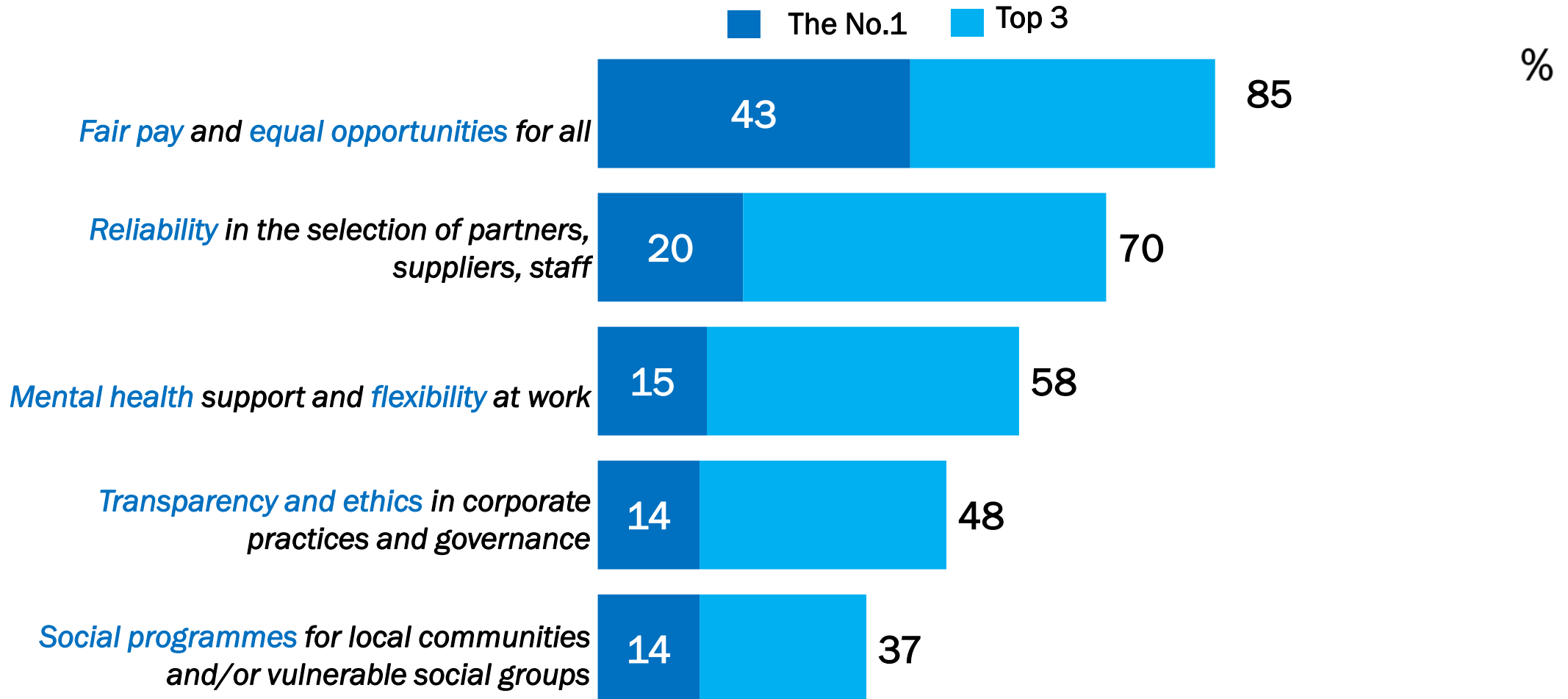


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# Towards Holistic Business:

## Justice, Dignity and Mental Health at the heart of the workers' response

"How can a company take care of its people holistically?"



# The message from consumers to businesses about: Human capital

***"Take care of your people's well-being, build success that includes them, they will repay you many times over "***



# Key Learnings

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1

## Citizens want socially active and ethical businesses

Greeks expect businesses to play an active role in socio-political issues, without being influenced by political agendas. Social responsibility, transparency and ethical behaviour are key requirements for gaining public acceptance.

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2

## Businesses need to invest in their people

Mental well-being, development and meritocratic treatment of employees are now seen as critical pillars. Greeks reject impersonal automation and value a human-centered approach to work and service.

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3

## Innovation and support for small and medium-sized enterprises are essential for growth

Innovation is not a luxury but a necessity. At the same time, state and institutional support for small and medium-sized enterprises is called for, through tax reforms and strengthening their competitiveness.

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4

## Customer experience and technology need to be balanced

Technology brings transparency, but citizens do not want to sacrifice human contact. Meaningful customer experience remains as a key driver of trust, going beyond mere digital convenience.

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*Thank you!*

Want more info? Ask [xenia@focus.gr](mailto:xenia@focus.gr)

