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Recent surveys on female employment show that, in Italy, the number of Women Entrepreneurs has constantly increased. In the Italian agriculture sector (See “Coldiretti Report 2008”) little more than 30% of Italian workers are women. This phenomenon is primarily due to the strong demand for innovation but also thanks to the European Agriculture Politics that provides special financial facilities to Women Entrepreneurs. Due to the continuous need for innovation, the wine business gives significant employment opportunities to women. The strong competition in this sector, especially in new export markets, has induced many companies to focus more in innovation. Indeed, it was successfully done by women working in the industry.

If we step back, since ancient times women have always played a key role in the wine business and this information has been passed on by various documents. Today the range of activities that women do in wine business goes from production to sales and in recent years the involvement is also increased for the Sicilian wineries where the role of women gradually has become more prominent.

This paper aims to study the women of wine employment in Sicily, focusing on those women with responsibilities and leadership roles in wine firms.

Through the use of a questionnaire, submitted to some wineries, we asked women about their level of motivation as well as difficulties and obstacles met during their career. We also wanted to know more about the changes made by those women with leadership roles and the impact of these changes for the company and its corporate culture.

We investigated the statistical interrelationships between certain development factors of Sicilian wineries (e.g. new market of sales, new business development, income trend, new activities of welcome and hospitality, etc.) with the aim to know the statistical dependence between the presence of women at managerial or directional levels and companies’ growth. By analysing the results, we observed that involvement of women in management roles or other type of decision making roles may open new prospects for development and growth in Sicilian wineries.