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STRATEGIC PLANNING OF ELECTION CAMPAIGN OF PARLIAMENT CANDIDATE MEMBERS IN GREECE

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ABSTRACT

This study discusses the need of development by a political candidate of an effective election campaign plan which besides the clearly political background will be utilizing organizational and administrative Strategies and Marketing techniques. The exploration of the socio-economic environment constitutes a key dimension of the election campaign while adaption, and thus, the election preparation strategy of the candidate to the newly-formed socio-economic Greek status, appears necessary.

Apart from the particular traits of each candidate, emphasis needs to be given to the organizational and administrative Structure of his/her political office, indeed, with a novel perspective based on a flexible Matrix Organization. Finally, communication mechanisms are suggested, aiming at restoring the credibility of political discourse and at attracting voters so that the candidate's election goal is achieved in the most satisfactory manner.

KEYWORDS: Election Campaign, Parliamentary Candidate, Strategic Management, Political Marketing, Communication

INTRODUCTION

The Political Science originates in its origins in the work of Plato while its scientific character was formed during the 19th century by the Saint-Simon and Comte (Vasiliou and Stamatakis, 2000). Political Science as we understand it today, was born in West Europe early in the 1950's and studies mainly the functions of public administration, the behavior of voters, the action and the influence of political parties and of course, many more. According to Heywood (2002) politics is the activity through which people define, maintain and modify the General rules by which they live. Politics is understood in different ways by a number of scientists and has been viewed as "the art of governing".

Over time, the inevitable changes in the social structure of the Greek State have accordingly affected the standards in the field of political competition as well, which were adapting to the requirements and needs of each era. Particularly with regard to the election process , the recent past has shown a reckless complexity of methods aiming at influencing public opinion and at winning over people, in addition to exorbitant election expenses being made by political parties and parliamentary candidates who engaged regularly in sensationalism tactics (i.e. movements of voters) and in degradation of the aesthetics of the environment. In recent years, however, a new concept,directly related to the excess of unproductive polemics is being introduced, arising on the one hand from the maturing of the political world and on the other, from the strict fiscal policy of the Greek economy's convergence program (Kouretas and Vlamis,2010).

The purpose of this paper, is on the one hand, to fill the gap identified in the Greek literature regarding the thorough recording and presentation of the processes of a political candidate's election campaign, since each such planning is received with an attitude of mysticism by political consultants and by stakeholders; on the other hand, it aims at

introducing, in an innovative manner regarding the Greek politics , the utilization of the techniques of Strategic Management and Management in issues of political nature. Based on the theoretical dimension as well as on its practical application in the Greek reality, in turn, we outline the axes of this strategic planning whose implementation could prove particularly beneficial regarding the realization of the objectives of political candidates.

ANALYSIS OF THE CANDIDATE MEMBER'S ENVIRONMENT

The political figures owe, to a large degree, their status to the wider socio-economic environment and as such "creations" they shall be obliged to adapt their operation and behavior in to its complex and often unpredictable processes (Norris, 2003). This environment consists of those external and internal forces, which directly or indirectly affect the objectives, structural plan, planning, strategy and tactics of each candidate. Therefore, a thorough detection, study and prediction- in short an "environmental assessment" is required. (Brownline, 1994;Andoh-Baidoo et al,2012).

This assessment is implemented through a broad as much as penetrating view of any future changes and interactions relating to the social, economic, political, technological, cultural and other aspects of the socio-economic environment.

However, the features of this environment must be structured in such a way as to allow any interested party firstly, to recognize the most important of the factors and be able to highlight their importance (table 1), secondly, be able to devise a suitable shot of all kinds of threats and opportunities in relation to his person (table 2) and then, be able to make appropriate strategic manipulations.

DEFINITION OF THE OBJECTIVES OF THE CANDIDATE MEMBER

The election result, after the extradition, defines the terms and relationships of governance by recording the conflicting expectations and preferences of political actors. Of course, the particular physiognomy of every individual and political candidate makes the variety and diversity of the aspirations obvious. Entering the Parliament may become a goal in itself for any candidate, a decent presence, regardless of the outcome might be the expectation of another, while a third case, interest may focus on the universal prevalence of the candidate.

In addition, the electoral process, by serving as a means to redistribute the scarce resources of governance and power (Jenkins, 1983), composes a closed system with rules defined ex-ante; the candidate must take these rules into consideration in order to achieve the most effective "mix" of goals of the political actors which are potentially antithetical, not excluding some possible coincidences.

The definition of the objectives of the candidate Member must well depend upon (Rohrschneider, 2002):

- The candidate's political history, if of course it exists.
- The candidate's ideological heritage or time value which he/she represents.
- A clear assessment of the existing conditions and parameters
- Assessment of competitors in a non-party as much as in an intra-party context
- Effective management and utilization of the manpower that surrounds him/her.

CANDIDATE'S ADAPTATION TO THE NEW POLITICO-ADMINISTRATIVE MAP OF GREECE

By the end of 1997, the Greek State, following the dictates of the E U and then of Troika, establishes a new

politico-administrative arrangement with a view to decongesting central authority, cracking down on State bureaucracy, better management of E U funds and the direct contact between the executives and the citizens of the local community. This restructuring had as main axis the compulsory merging of small municipalities and communities into broader Municipal formations, and the emergence of the new institution of local self-government. The candidate has to take this upheaval seriously into consideration in the context of electoral tactics in order to adequately adapt to the new requirements. The effectiveness of this adaptation focuses on the following points (Opoku and Williams, 2010):

- Possibility of a more rational view of the wider region and a clearer assessment of the natural and human resources that this region has. It is widely known how during the election campaign, not only the political parties, aided and abetted by the mass media and by various other communication legislative institutions, institutional communications play an important role in their electoral success, but primarily to candidates who with their personal activities during their campaign, provide specific and clear information on the environmental and demographic characteristics and data of the electoral district of their potential voters, and of course the laborious effort of those days to discuss various issues with them and, to alert them to create anew the necessary bonds between citizens and political class (Giebler and Wüst ,2010:53)
- Saving the candidate's communication time with the members of the local community with no loss in effectiveness of contacts. This communication time should be directed to the strengthening of the image ofthe candidate (Elcock and Fenwick, 2012).
- Better utilization of old local activists along with searching and placing new ones, if needed.
- More convenient locating of people with pronounced quantitative and qualitative features, which although living in urban centers, are able to respond owing to their origin and to assist in the increased communication requirements of the expanded municipalities.
- Use the candidate's personal acquaintances with managers in the municipal councils of wider public acceptance, because of expanded municipalities, both as regards suggestions on their part on proper guidelines as well as orientation in the candidate's face voters who have highlighted and these same executives.

AN OUTLINE OF THE FEATURES (PROFILE) OF THE CANDIDATE

The success of the candidate's political aspirations renders necessary the exploration of the variety of characteristics governing the adequate evaluation order through the plethora of these traits to disentangle those weighty importance (i.e. personality, morality, professional background, social participation, previous successful political experience andothers) to enhance support of the weak first predisposition (i.e. a new candidate), up and gradually tackle it positively by voters. Consequently in production for it, the necessary votes (Forrest and Marks, 1999).

This procedure aims mainly via questionnaires and interviews but also personal considerations to fix the voltage of the electorate towards personal, social and political criteria of candidates with the help of a diagram-table so that the head of the election campaign to identify the strong and weak points of the candidate who interests him compared to other competitors SWOT Analysis (Hinterhuber,1997;Coman,2011)(Figure 1).

This procedure, mainly via questionnaires and interviews as well as via personal considerations, aims at capturing the predisposition of the electorate body toward personal, social and political criteria of the candidates. It does so with the aid of a diagram –table, so that the head of the election campaign can trace the strong and weak points of a candidate of his interest in comparison to his other competitors.

Table 1: Structural Frame Analysis of the Wider Context of the Parliament Candidate Member

Cultural Environment	• Historical background, ideologies, values, traditions and customs, rules governing the candidate Member's local society. • General views on issues concerning citizen- leadership relationships, interpersonal relationships, standards and other.	Legal Environment	• Constitutional limitations. • Legal framework.
Technological Environment	• The level of scientific and technological progress of local society. • Acceptance of technological developments with all its negative and positive effects.	Demographic Environment	• The nature of the human resources available to the local community. • Number, sex and age distribution of the workforce. • Concentration or Urbanisation.
Educational Environment	• Educational structure (General – local character). • General education level of the local population. • Professional and specialized education level.	Social Environment	• Class structure of local society. • Definition of social roles. • Nature of social organization and functioning of social institutions.
Political Environment	• General Political Climate. • Concentration – decentralization of political power. • Systems of political parties. • Political stability-instability. • Political crises. • Decline of political systems. • Nature of political organization and its functions. • Influence and lobbying power groups. • Increasing nationalist tendencies.	Economic Environment	• Economic situation. • Property framework (private-state-gross). • Concentration-Decentralization of financial planning. • Fiscal policy. • Banking system. • Level of investment. • Employment policy and Unemployment Rate. • Level of consumption. • Available natural resources.

Source: Kast and Rosenzweig, 1979 (Modified)

Table 2: Report on the Environmental Threats and Possibilities (Opportunities) for the Candidate Member. Indicative Investigation of the Financial Dimension of the Environmental Sector in Relation to its Effects on the Member Candidate (Hypothetical Paradigm)

Environmental Area	Issues (Topics)	Gravitational Factor		Environmental Threats	Individual Score	Strategic Manipulations Candidate	Environmental Features (Opportunities)	Individual Score	Final Score
				-5 -4 -3 -2 -1			+1+2+3+4+5		
	High Unemployment Rate		0,05		0,05x(-4) = -0,20	Finding resources for training seminars		0,05x2 = 0,10	0,20 +0,10 = -0,1
Financial Environment	Unexploited Natural Resources	0,10	0,02		0,02x(-3) = -0,06	Proposal to establish the Institute for the exploitation of the region's natural beauties		0,02x3 = 0,06	-0,06 +0,06 = 0
	Lack of Investment Spirit		0,03		0,03x(-3) = -0,09	Proposal to establish a cooperative bank that will offer low-interest investment loans		0,03x5 = 0,15	-0,09 +0,15 = +0,06
		0,10	0,10		-0,35			+0,31	-0,04

Note: The more positive the result is, the more favorable the environmental conditions are for the candidate Member's election.

Source: Ansoff , 1984 (amended**)**

ORGANIZATIONAL AND ADMINISTRATIVE STRUCTURE OF THE CANDIDATE'S POLITICAL BUREAU

Influenced mainly by the standards of the welfare state mechanism, in the area of their operation the Greek political parties and in extent the nominated parliamentary ones, plot their electoral operationaldesign,primarily, based on strictly traditional bureaucratic systems which are governed however, as has been proven over time, from a multitude of vulnerable features. So the ineffectiveness of such conventional organizational forms lies in the fact that the action mechanisms and their intensely restrictive character is, in the current very difficult for Greece time, incompatible with human adaptability to a variety of environmental influences; as a result, the development of interests, capacities and initiatives of the humfactor for an active and meaningful participation in politics is inhibited (Mintzberg, 1983; Spourdalakis and Tassis,2006).

According to the above findings, it is now evident that the main lever of the election campaign is the elegant structure of the candidate's Member political Bureau, as, based on an organization chart, identifies the structural composition of parts, groups, as well as the competence and responsibilities of all Personnel involved in the election campaign. The experience so far has shown that election campaigns of candidates were based on amorphous organizational shapes (Figure2) which were characterized by (Jermakowicz,1980; Reiss,1994):

Lack of Vertical and Horizontal Relationship of Departments and Teams

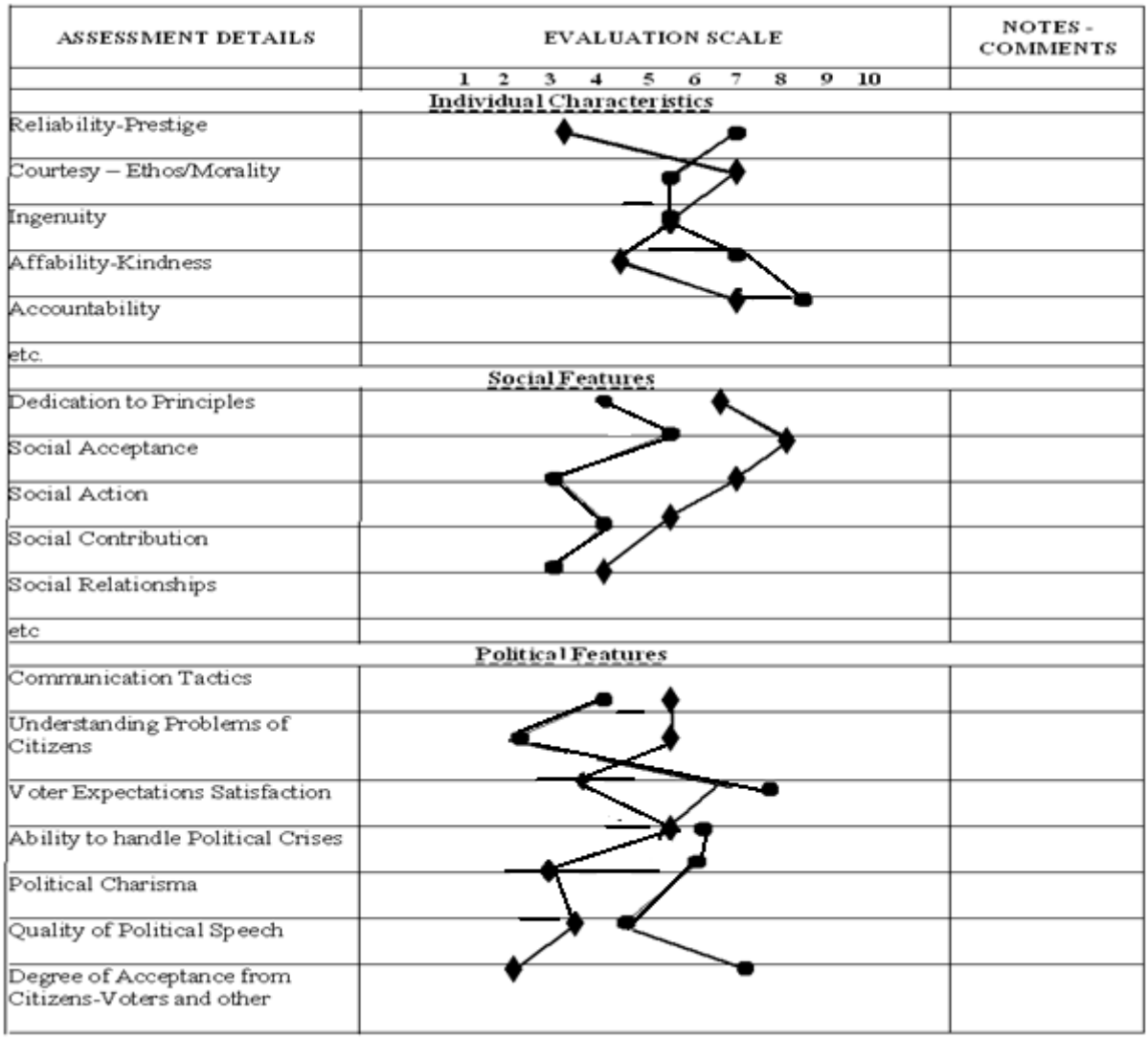
Seeking to ensure more favorable attitude on the part of the candidate, the members of the groups usually engage in individual modes of action by canceling the necessity of collective effort.

Sense of Authority

It is a frequent phenomenon that several members of Cabinet policies demonstrate an attitude of absolute manipulation competence, which undercuts the harmonious cooperation with the rest of the team.

Pretending Compliance with the Proposed Principles

The inevitable conflicts, as a result of climate change highlighted by the above reference, lead to delay or failure to achieve the defined objectives. This fact obliges the applicant to intervention under the dictates of which, officers comply, but only temporarily; after some short period of time though, they regress to the previous ineffective behavior.



Source: Hinterhuber, 1997 (modified)

: 1st Candidate's Profile **: 2nd Candidate's Profile**

Figure 1: Analysis of Strong and Weak Points/Candidate Profiles (SWOT Analysis)- Hypothetical Example

To overcome such a conventional organizational and administrative structure, the use of Matrix Organization (Galbraith, 1973;Sy and Sue D'Annunzio, 2005) is suggested, its main feature being 3D expertise and coupling. I.e. the

Functional Dimension, the Project Dimension and the Geographical Dimension (Figure 3A).As it can be seen in this table, the Matrix Organization, headed by the MP candidate, branches out in the following three (3) main areas of activity:

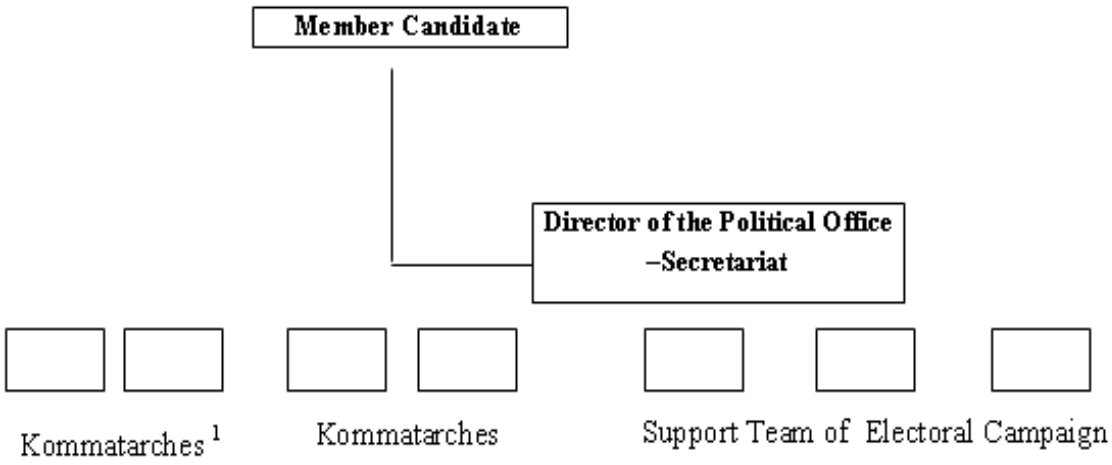
Sector A

In this sector the first basic dimension of the Matrix Organization, the Functional Dimension is described which is structured into the following three Offices: Office of political and Public Relations and Elections Campaign. The responsibilities for each Department-Sector are (Papamichail, 1998):

Basic Competencies of the Political Bureau

The Political Bureau

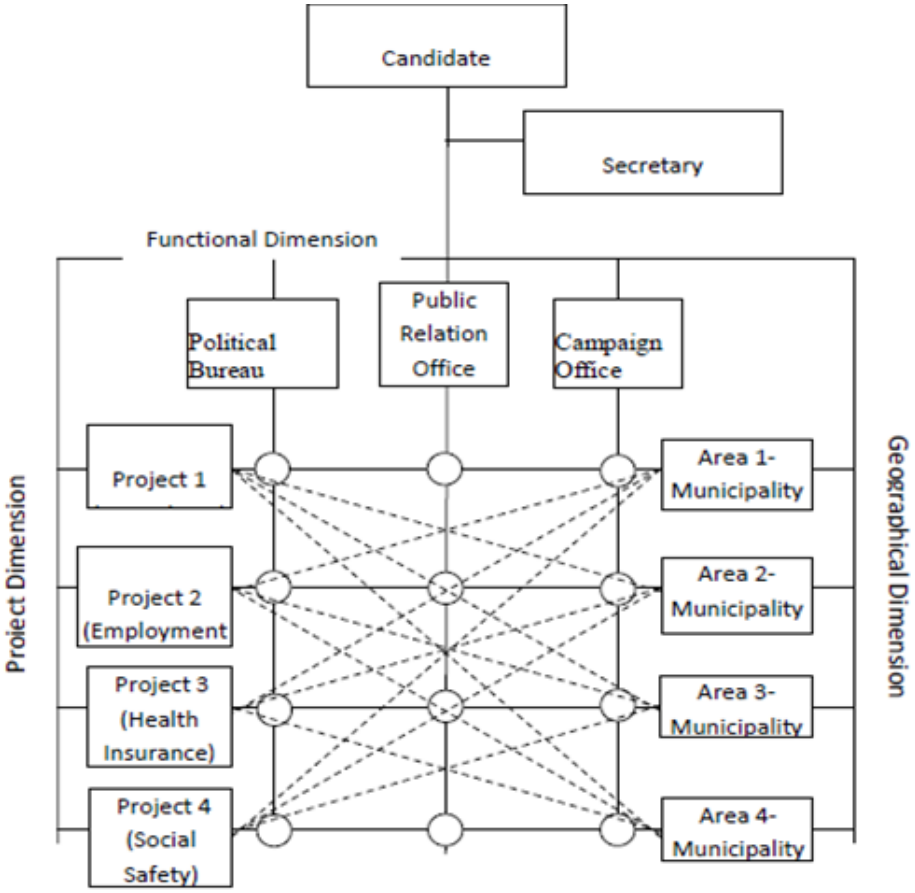
- Ensures that the program of meetings, appearances, interviews of the candidate member is precisely executed.
- Undertakes the communication between citizens-voters, bodies and groups with the MP candidate in the political office.
- Systematically and consistently handles all correspondence of the candidate Member.
- Issues press releases and announcements for the daily and upcoming activities of him/her.



Source: Jermakowicz, 1980 (modified)

Figure 2: Amorphous Organizational and Administrative Structure of the Member Candidate's Political Bureau

- Issues briefings that explain the political positions and proposals of the candidate Member.
- Arranges the distribution of electioneering-promotional material.
- Arranges the financial support of electioneering.
- Supervises the technical coverage of electioneering.
- Ensures the proper coordination of the day of the elections.



Source: Hinterbuler,1997;Sdfrolias,2009(modified)

Figure 3A: Structural Assembly of a Candidate's Political Bureau Member Based on the Parent Organization (Matrix Organisation)

Key Competences in Public Relations Department

The Public Relations manager is responsible for creating the most effective, for the candidate Member, communications climate. Although the powers of the public relations Department are interdependent with the responsibilities of other departments, its operation is considered purposeful as it is manned by persons of the family environment of the applicant (spouse, siblings, children and others) who through their contacts with different social groups cultivate more communicative atmosphere.

Basic Competencies of the Election Campaign Section

Election Campaign Manager

- Liaises and discusses with citizens-voters in their place of residence.
- Records the real problems of citizens-voters from different regions with a view to the possibility of dealing with them.
- Collects research data, utilizes the results and proposes solutions.
- Plans and lays down any kind of gatherings and contacts of the candidate Member.
- Monitors the opponents' tactics and plans the necessary adjustments in the election campaign that he cares of.
- Planning the election material in cooperation with the advertising company.
- Specifies the operation of election centers (place-way).

Sector B

The second basic dimension of the Matrix Organization, the Project Dimension, is described which refers to the activity of a limited number of individuals who possess a wide range of specialized knowledge and skills, produce results quickly and measurably, with the main aim to develop various projects (Burke, 1999) on issues of vital importance for the social groups of the candidate's area, i.e. agriculture, employment, health, insurance and more. In this way, better briefing of these groups as much as more effective handling of problems is achieved, as they clearly put forward the distinct positions and opinions of candidate Member. Information is best communicated and problems are handled more effectively.

Sector C

In this area the third and last aspect of the Matrix Organization, the Geographical Dimension is described which bears, as its name implies, the character of the geographical subdivision of the area to which the candidate belongs and within which he/she ought to act before the elections (i.e. for example Municipality A, Municipality B, etc.,). These people, who constitute this structure, have the ability to penetrate into the particularities of the area that has been assigned to them and which is the electoral sector of the candidate and to exploit these particularities accordingly(Link,1997).The proper operation of this dimension requires overcoming the earlierpolitical party mentality of a single head person (kommatarches) who acts voluntarily and often arbitrarily, and establishing a new organizational scheme whereby, on the one hand, a clear distinction is made of the various social groups of the municipality in which they are subjected for voting (i.e. the voters group, the voters who live in other cities group, group of women, youth and other groups) (Hansen et al., 2005) and on the other hand, facilitating communication between the various levels of the organization with the assistance of people-links (linking-pins), that have roles in different groups which interact with each other (Likert, 1967; Staehle, 1990) .It is suggested that the “mastermind” of the overall structure of this geographical dimension be a prominent member of the Municipality under consideration, (i.e. a member of the City Council), or a person with significant quantitative and qualitative characteristics, regardless of his/her permanent or not stay in that Municipality, as this person will be able to form a better understanding of the particularities of this area. This particular/ person will "play" two roles at the same time to which he/she will need to respond successfully. On the one side he/she will act as head of a team; on the other, through the frequent role rotation (Rotation Principle) (Mullins, 1993), he/she will be an equal or even a subordinate Member of another group. It is obvious that this function beams out to the full total of manpower. Thus, through collective action better results are achieved within the Group and in effect, in relation to the voters. More specifically:

- Members and leaders are moving in a climate of mutual trust and allegiance to the group, provided that their values and objectives are common.
- Through collective action members cultivate their abilities and develop their creativity.
- Avoidance of authoritative trends which cause disposition among the members of the group.
- Easing access to voters who are yet undetermined or susceptible to change.
- Identify and use key individuals (*cores*) to obtain votes.
- Save valuable time to the advantage of the MEP candidate and finally,
- Weaken any feelings of dislike on the voters’ part towards the face of candidates that had been highly visible in the past.

The additional main-but primary to others - benefits of the Matrix Organization, refer to the rapid and direct extraction of information of different sectors-offices of the Functional Dimension, from their respective Project Dimension and Geographical Dimension, thus avoiding the time-consuming procedures and of any misrepresentation of information aimed at those groups of the Functional Dimension and received by the citizen voters. Last but not least, the proposed Matrix Organization is advantageous in the following points (Laslo and Goldberg, 2008):

- Greater specialization of the entire staff.
- Direct relations among members of the organization.
- A more collective participation in decision-making.
- Faster information flow and shortening of routes of communication.
- More successful tactics of Promotions and creation of a distinct image of the candidate (Wring, 2001).
- Groups focusing highly on specific goals
- Make full use of the knowledge and skills of each Member of the organization.
- Flexibility of the parts of the Organization and faster adaptability to new situations that may arise.
- Emphasis on specialization and offer rather than on hierarchy.

COMMUNICATION MECHANISMS

To this day, many definitions have been given to political communication which constitutes an integral part of political marketing. We will quote Henneberg's definition, because it focuses on relationships of communication, exchange, time, has perspective and finally has mutual benefits to all parties involved and considers that "political marketing is seeking to establish, maintain and improve long-term relations with voters, profitable for the society and the political parties, in such a way as to meet the objectives of the individual policy actors and organizations. This is achieved by mutual communication, exchange and fulfillment of promises" (Henneberg, 1996).The fact is that a significant portion of the electorate keeps a strictly critical attitude toward a bureaucratic and unreliable nation which acts as a brake on development and rational social organization, built and grown in the service of patronage and partisanship of public life (Damanaki, 2000). The abstention noted in the context of the political activity of the citizen is interpreted as apathy, even asrejection, denoting a conscious political choice, even an act of self-defense, against the sense that political power has is representative of expropriate property, non-responding to the problems of society (Blumler and Gurevitch, 1995; Kontogiorgis, 1998).

The political system, despite any statements to the contrary, still depends to a critical degree on partisan protection and less on State one(Clogg,1995).Also, the customer character relationships of integration into the political system took the form of bureaucratic patronage. (Lyrintzis, 1984).Therefore, they are invited to apply appropriate communication systems, i.e. by strengthening a more generalized yet honest picture of communication that will be able to maximize the possibility of a favorable vote (King,2002) with the aim to restore the credibility of their political discourse and thus proceed with confidence, particularly in this difficult for Greece Economic and social period, for whose predicament the basic responsibility bears the eroded, for about 30 years, political system itself and its representatives who serve it and manage it accordingly infamously. Because the communication tactics of the candidate members are similar, it is

appropriate to refer to certain points which have not been adequately evaluated by the appropriate set of candidates though their application is able to offer a comparative advantage. In Particular:

- Given the domination of the 'image', the substance of the issues is inevitably entrained in a manner either positive or negative. The continuous building of an overall picture and the formation of a belief in the psychology of the voters entails creating symbols that act decisively in achieving the ultimate goal of the candidate, since the symbols represent the intense feelings and values of voters and could be used by the candidate Member to win the final support with posting an emotional response expressed through vote preference (i.e. the projection of a political candidate by the Media as representative and guardian of the interests of farmers during the rural movements established him/her in the minds of stakeholders and contributed substantially to the efficiency of their electoral preference to his face).
- The candidate's political discourse must originate in and coincide with the local sounds, as these are sent and decoded. To the Local echoes of a receiver with a high degree of participation of theoretical analysis of the positions of the candidate with a political dimension is not recommend, but the creation and passing of messages via stimuli which have as a basis of local dimension virtual performances, so that a satisfactory degree of relevance of political discourse in these performances can be achieved (i.e. the candidate's political discourse in a society with high unemployment rate should not be looking forward to the theoretical analysis of unemployment as the European socio-economic problem but to the tethering of messages issued by the candidate with the personal virtual representations of the unemployed in the specific region).
- Also, it may prove worthwhile to place a portion of the funds of the electoral campaign in order for Greeks abroad, mainly those in European countries (migrants, students and others), to exercise their right to vote in their hometown so as their presence on election day has a positive emotional impact on people in their environment and, therefore, to establish a climate favorable for the applicant.
- The establishment of specialists "teams'' who regularly visit local areas is proposed, with a view to updating the inhabitants on topical issues of their expertise. This demonstrates the enduring, not only during the election period, interest of a candidate member for the citizens, while this offer is imprinted in the minds of human beings (Synergy effect) (Hinterhuber,1997).
- Finally, it is worth pointing out the necessity of applying a different communicative approach for policy-oriented voters based on the candidate's experience (long or non-tenure service at the Greek Parliament), but also on the geographical diversification of the electorate, which arguably implies different habits, attitudes, needs and others (urban centers – region). Indicative of this visa are the following two tables (Coman,2011) (Tables 3A and 3B).

INCENTIVE MECHANISMS

The profusion of promises and the demagogic tendency that was characteristic of many Greek politicians for a long time has led to the complete frustration of a large proportion of citizens toward any pre-election commitments, a fact which was pushing the limits of civic apathy and abstention from the common. The desire of collecting votes combined with the fear of loss of votes , as a consequence of taking brave but painful measures, has led the respective Governments to the adoption of half-measures (at best); in practice, these half-measures essentially cancel the declared intention most often by postponing the resolution of serious problems (Bravos,2003). So today, often reference is often made to the unreliability of

thepolitical discourse and the forfeiture of its stature. So the candidate's political debt is that with his/her personality, attitude and work to contribute to the restoration of confidence of the electorate towards the articulation of political discourse in general, and in particular, to create a convincing for the people picture about the ability to meet the expectations of the electorate so as to inspire feelings of trust, satisfaction and security. It is therefore proposed that focus is given on the following points:

- **Policy Information**

Favorable climate toward the applicant's person is cultivated by the available chat time with voters, personal contacts, personal letters, organizing seminars, using e-mail, Web Sites and other sophisticated forms of Information and Communication Technologies and other (Norris, 2003; Bouras et al. 2008; Lappas et a, 2008). Also, public debate on broader social contexts contributes to the creation of a favorable climate. Analysts often apply the concepts of debate and dialogue or confrontation on the larger scale processes of the formation of public opinion as well.

Table 3A: The Candidate's Communications Approach to Discrimination Based on his Political Experience

Experienced Candidate	New Candidate
-Emphasis on the candidate's policy of offering.	-Emphasis on the quantitative (i.e. postgraduate, specialization) and qualitative characteristics (i.e. ethics, courtesy, integrity, kindness etc.)
-Highlighting of his political morals and his over long recognition by the voters.	-Direct contact with most of the electorate.
-Selective contacts with groups of voters.	-Need for immediate communication with the biggest possible part of the electorate, from which he can learn, to his advantage, sufficient about politics and its expediencies and secrets.
-Ability to remove "parasitic" elements lacking good reputation.	-Difficulty –due to inexperience –with detecting such "parasitic" elements that "might expose the candidate" in the future.
-Emphasis on political experience and the repeating renewal of acceptance by the people.	-Emphasis on innovative impetus and innovative concepts in contrast with the fatigue that might be caused by the non-renewal of the political scene.
-However, there are significant communication barriers even for an experienced political member because he has to account for misguided policies of the government of which once he had been an integral part and for which he is very strict criticized. (Green-Pedersen and Mortensen ,2010).	-In contrast, the new and perhaps inexperienced member of the political party, displays a larger comparative competitive advantage against the experienced one; because , on the one hand, he has the excuse of having no direct involvement in the Government's figure and therefore qualifies for greater respect and secondly, because he has the discretion to maintain better communication control and show more effective response to issues facing the electorate of his area (Green-Pedersen and Mortensen ,2010).

Source: Personal Data Processing

Table 3B: Distinction of the Candidate's Communication Approach Based on its Geographical Diversification

Candidate (Large) Urban (and Hence More Impersonal Character) Centers	Regional Candidate (and Hence More Personal Nature) Areas
- Contact via phone calls, door-to-door distribution of leaflets and general quality presence at social gatherings of broad participation.	-Contacts with prominent personalities of local society, frequent, targeted personal contact with ordinary people and regular participation in local events.
-Understands the voters as more "impersonal", and therefore less sensitive and receptive in intellectual and emotional messages which/ the candidate conveys to them. (King, 2002).	-Understands the voters as more familiar and therefore more sensitive and more receptive to the mental and emotional election campaign messages that the promoter emits (King, 2002).
-Because of the small, but densely inhabited and difficult to access geographical area that the	-Due to the size of the geographic area to visit, in conjunction with the brief duration of the election period,

candidate has to visit (i.e. the candidate's visit to an apartment [building], beyond the understandable difficulty of temporary accommodation, also involves the problem of verification of the region in which can eventually the members of this household will vote– see case :voters from other cities), and in conjunction with the short duration of the election period- usually lasting a maximum of up to 40 days. Logically, the young and inexperienced candidate has difficulty in achieving his final goal, his being elected; conversely, the experienced candidate, usually having long-term parliamentary service, can with much less effort achieve better results using the "power of the prior position".	as mentioned above, a candidate engages in an unstoppable race, which approximates the designation "equestrian competitions-horserace" (Belanger et al., 2003), often with obvious symptoms of fatigue and low energy that often leads him into an intense emotion (Burnout) and finally mental resignation (work alienation) because of all this effort.
-The visits are organized at infrequent intervals in specificspaces (i.e. cinema halls, conference rooms and other). In these rare cases of communication, the persuasiveness of speech, the wording of the right arguments, the notion that the applicant has adequate knowledge of key issues and others, are a potential competitive advantage in trying to create a positive image and therefore ease access to voters.	-Local visits, even in ordinary places (for example in a village coffee shop) create a special backdrop which in turn provides a useful gathering place for the formation of the image of the candidate and for the effort of attracting voters. (Belanger et al., 2003).
-In limited geographical space urban areas, where intense stress of everyday life prevails, voters support that candidate who is closer in attitude towards various issues that preoccupy them for example: unemployment, cost of living, health, pollution, traffic, public safety and more.	-In extended geographic (spatial) fields, research has proven that voters, because of the simple lifestyle and pleasant environment, argue for that candidate who is closer in attitude to the specific and typically more limited issues that concern them, agricultural issues, pension and other (theory of proximity)(Westholm,1997).

Source: Personal Data Processing

- **Credible Commitments**

The political candidateundertakes the commitment to place above all the common purpose of serving the needs of the group. It is a kind of informal contract with the voters that the candidate ought torespect and abide by its terms, when he/she achieved his/her goal (Panagiotakopoulos,2000). Besides the applicant must provide the voters incentives based on ability – if he is elected – satisfaction of their expectations, like for example the use of European Union funds for entrepreneurial activities and the creation of additional jobs.

- **Financial Transparency (Certificate)**

The voter is favorably predisposed towards the candidate that raises no suspicion of engagementof his name in financial mischief, but intends to put at the disposal of national audit bodies and of the people the economics of his election campaign.

EPILOGUE – CONCLUSIONS

Dealing with the politics of the country has been a magnet for Greeks since antiquity, when the concept of democracy was founded. With time, the political scenery of each era varies and today, developing a flexible campaign design for the candidate Member who seeks a successful march towards the Parliament, is a necessity. A key first step towards this course is the thorough scan of the socio-economic environment, based on practical strategies, with a view to harnessing the opportunities that it provides but also, the apt address of any threats. The candidate's goal setting may be arbitrary, but one must take into account the specific factors that increase the likelihood of its final achievement.

Toward the same direction, adaptation and strategy that will be followed by a person nominated must work based partly on the data of the new political-administrative map of Greece (i.e. regional structuring of regional areas as opposed to that of large urban centers), in line now with European requirements and partly based on the difficult economic and social situation that the country is currently experiencing. In the whole effort a key role is played by the application of applying principles of Strategic Management and Marketing, adapted and applied tothe recent decades and tothe demands of a political nature. So, designs that allow for both the cross-sectional comparison with other candidates, as well as with the diachronic one, may very well be exploited strategically, provided that thecandidate has a political background.

Attention needs to be given to the organizational and administrative structure of the candidate's political Bureau so that anachronistic shapes of earlier times give way to a modernist structure based on the Matrix Organization whose dimensions are described in detail. Finally, the elaborate use of the proposed communication mechanisms for meaningful contact and stimulation of electors contributes greatly to the restoration of the prestige of a damaged political system discourse and clears the ground for the implementation of the objectives of the political candidate. It is worth highlighting, of course, the crucial role of specialized persons needed to contribute to the overall effort so as the proposed processes tomay work effectively and be confirmed.

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