



ISIR Journal of Business and Management Studies (ISIRJBMS)

ISSN: 3048-7684 (Online)

Frequency: Bimonthly

Published By ISIR Publisher

Journal Homepage Link- <https://isirpublisher.com/isirjbms-home/>



The win - win - win model in the social and community dimension Leonidas Papakonstantinides and Athanasios Fotopoulos

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This presentation begins with two basic assumptions

1. That our entire life is tied to the interdependence of our behaviors and choices, within the context of a negotiation
2. That we can study different concepts in order to draw conclusions about other issues, for example, from the width of a tree's ring we can obtain information about the history of the climate, from the measurement of GDP we can conclude about the quality of life of a country's inhabitants

Based on these assumptions, we examine behaviors, ways of influencing behaviors, ways of making decisions, cognition and cognitive perception, all within the context of negotiation.

Negotiation is the process of making joint decisions when the parties involved have different preferences - Negotiation is a way to reach an agreement

Negotiation covers our entire life from the smallest (e.g. a baby crying) to the largest (the UN, etc.)

win - win - win" model papakonstantinidis" is a mathematical model of interdependencies that extends the "win-win" of a negotiation to embrace the entire community (the third win), thus allowing the Community to benefit from any negotiation between two trading parties. For example, any energy agreement between two states must take into account the benefit of all others on a planetary level.

Chronologically, negotiation went through the phases of (win-lose/ zero sum (Distributive Negotiation) 40s in win-win (Unification Negotiation) -1950s and win-win-win (Integrated or Socialized Negotiation) 2002

This is a strategic-social-ethical framework of reference, corresponding to the "environment-society-administration" triangle.

The model has applications in fields such as Sociology, Economics, Business Administration, Architecture, Computer Science, Environmental Science, Tourism, Education, Grassroots Movement Science, Local Development, and generally, anywhere else where we need to make a combined decision/choice.

Decision making is considered as the cognitive process that results in the selection of a belief or course of action among many possible alternatives.

Article History

Received: 15/04/2026

Accepted: 20/04/2026

Published: 21/04/2026

Vol – 3 Issue –2

PP: -81-82

DOI:10.5281/zenodo.
19783619

Community and social outreach

Community development Community development in Greece is an interdisciplinary field that combines the historical tradition of local self-organization with modern strategies of socio-economic reconstruction, especially after the economic crisis of 2009. Historically, the concept of "community" (KOINOTHTA IN GREEK) was the cell of the Greek social

structure, functioning as a mechanism of survival and cultural preservation during the Byzantine and Ottoman periods, before the imposition of the centralized state in 1833. Today, community development is being redefined through the prism of the Social and Solidarity Economy (SSE), sustainable urban and rural development and the utilization of European resources to strengthen social cohesion.

Historical and Theoretical Background

The Greek communal tradition is based on "Greek Communitarianism", a system that promotes collective decision-making and solidarity. According to studies, the community is not just a geographical unit, but a network of relationships that produces social capital. The typological and ecological approach to community (Chicago School) is currently used to analyze modern Greek cities, examining how socio-cultural factors influence the quality of life.

Social Economy and Innovation

After 2011, community development in Greece was closely linked to Social Cooperative Enterprises (SCEs). Law 4430/2016 was a milestone, defining the framework for entities that aim for social benefit and not for profit.

- Social Innovation: In Athens and Thessaloniki, bottom-up practices are emerging regarding energy (energy communities), food and education

The concept of community development in Greece, combined with Papakonstantinidis' innovative Win-Win-Win model, represents a shift from traditional adversarial negotiations to a holistic approach that incorporates social welfare and ethics. Community development is no longer just about economic growth, but about creating "social capital" through active citizen participation and balancing interests between individuals, businesses and the wider society.

The Papakonstantinidis Win-Win-Win Model The Win-Win-Win model, developed by Professor Leonidas Papakonstantinidis, is an evolution of game theory and negotiation. While the classic "Win-Win" model focuses on the satisfaction of both parties involved, Papakonstantinidis' model introduces a third, decisive pole: the Community.

Tripartite Focus: Negotiation is transformed from a linear process into a three-dimensional structure. Every decision must benefit individual A, individual B, and the community (C). This prevents agreements that, while beneficial to the participants, may have negative externalities on the environment or society.

Beyond Pareto Efficiency: In economics, Pareto improvement occurs when someone benefits without harming anyone else. The Win-Win-Win model aims for a higher point of "equi-harmony", where social justice and equality are incorporated as qualitative elements of the agreement.

Empathy and Social Sensitization : The process is based on the "sensitization process". Participants act not only as rational economic beings (*homo economicus*), but as social beings who recognize that their long-term well-being depends on the health of their community.

Application in Greek Community Development In Greece, the application of this model finds fertile ground in local government and the social economy. Community

development is defined as the process where members of a community take collective action to solve common problems.

Participatory Governance: The model proposes the use of behavioral analysis tools to encourage the self-organization of local communities. Instead of top-down imposed policies, development emerges from the bottom-up.

Social Enterprises (SEE): Social and Solidarity Economy Bodies in Greece are the ideal field of application. A social enterprise that operates with the Win-Win-Win model does not only aim at profit (Win 1) and customer satisfaction (Win 2), but also at solving a social or environmental problem in the region (Win 3).

The Role of Artificial Intelligence (AI) Modern research links the Papakonstantinidis model with Artificial Intelligence to enhance social cohesion. AI can process large-scale data to predict the behavior of negotiators and propose optimal resource allocation solutions that minimize inequalities. This allows local actors in Greece to design more equitable public policies, using quantitative data to support social justice.

In conclusion, community development through the Win-Win-Win model shifts the center of gravity from individualism to collectivism, offering a roadmap for sustainable and ethical development in the Greek territory.

win - win - win expands within the local society, the more local development deepens according to the second initial assumption