



GEOGRAPHICAL PATTERNS OF CULTURAL VALUES, ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT

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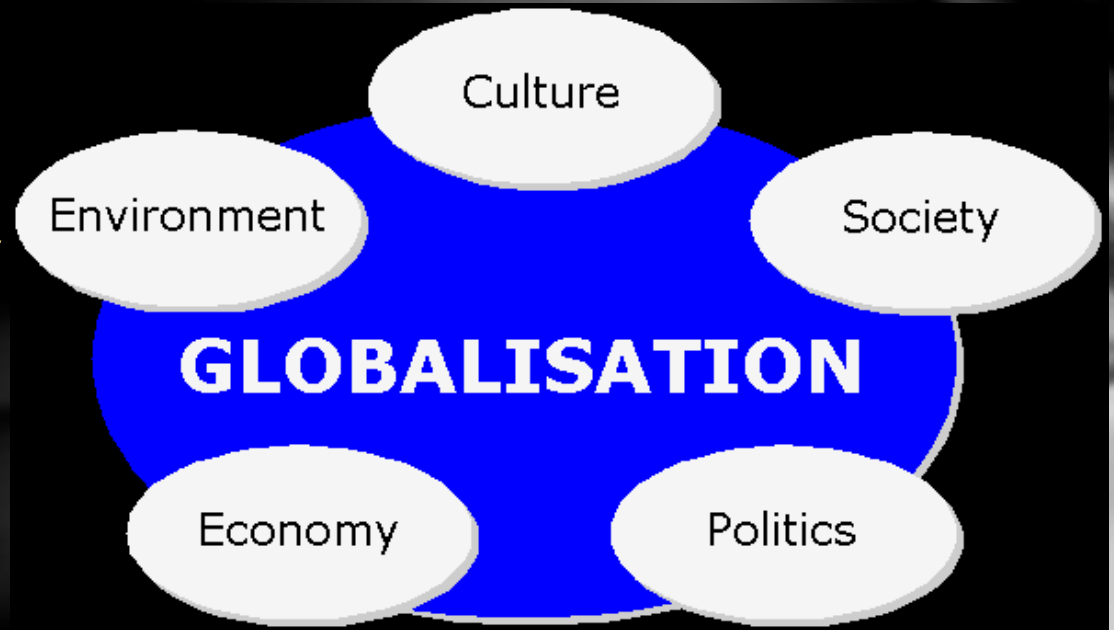
PAPER STRUCTURE

- *INTRODUCTION*
- **GLOBALIZATION AND CULTURAL PATTERN**
- **ECONOMIC CIRCUMSTANCES OF GLOBALIZATION**
- **CULTURE AS A DRIVER OF ECONOMIC DEVELOPMENT**
- **RELATIONSHIP BETWEEN CULTURE AND CREATIVITY**
- **GLOBALIZATION AND IMPACTS OF CULTURAL CHANGES TO ECONOMIC DEVELOPMENT**
- **CONTRIBUTION OF VARIETY OF CREATIVE CULTURE TO SOCIAL AND ECONOMIC VITALITY**
- *CONCLUSION*

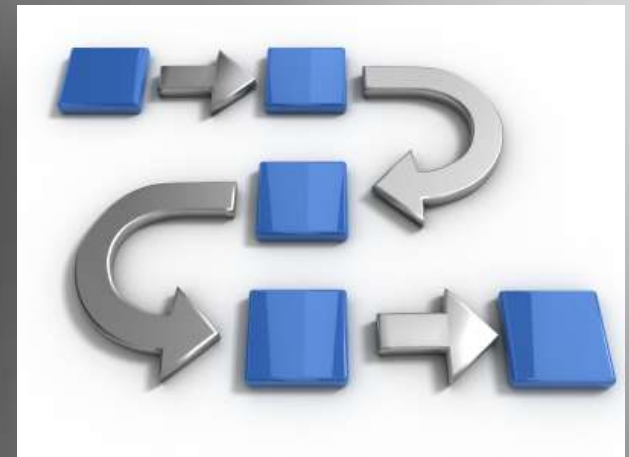


Central questions to scrutiny

The idea and one of the central questions is why exist national and regional disparity



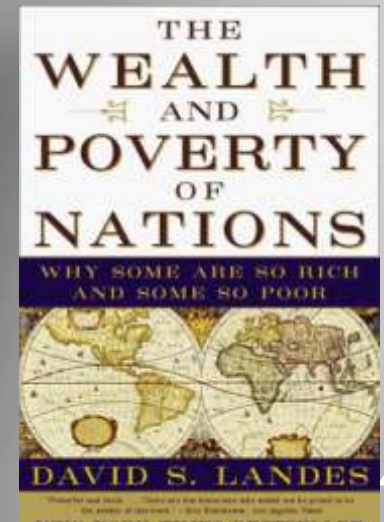
geographic pattern
Versus
cultural, technological
and social aspects



Central questions to scrutiny

MAX WEBER: THE PROTESTANT ETHIC AND SPIRIT OF CAPITALISM - first attempt to identify the constructive elements of the culture of modern economic research

DAVID LANDES: THE WEALTH AND POVERTY OF NATIONS - illuminates that the success of national economies is driven by cultural factors more than anything else



What Is Globalization?

What Are its Manifestations?

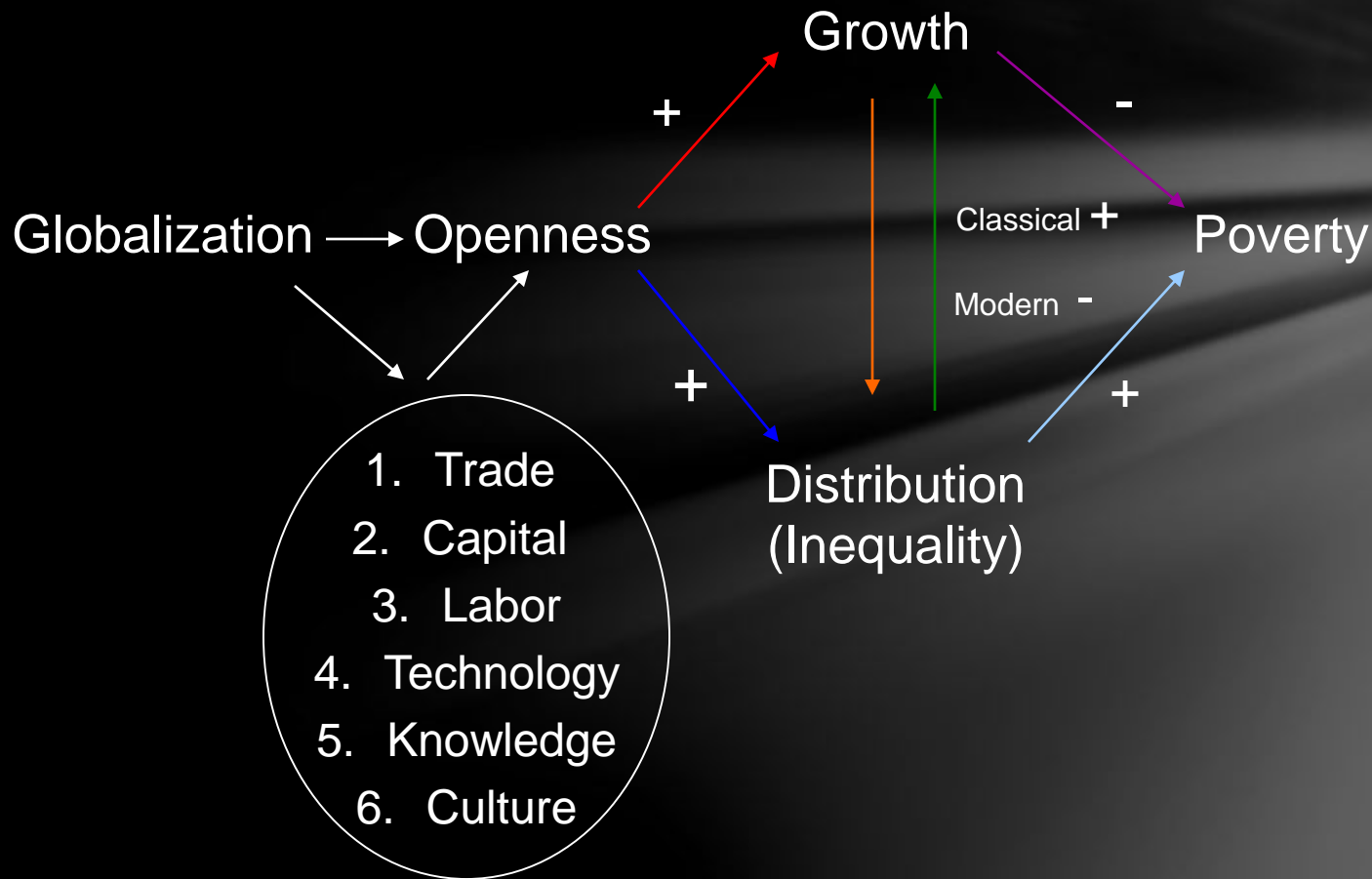
Greater integration within the world economy via increased openness to:

- International trade
- International capital and labor movements
- International flow of technology
- International flow of information, knowledge, and ideas (Internet super-highway)

Questions Often Asked in today's global world

- Whether the actual distribution of gains is fair?
- Whether the poor benefit less than proportionately from globalization – and under some circumstances might actually be hurt by it ?
- The downside of globalization – Who bears most of the costs? Are they borne disproportionately by the developing world and the poor (often unskilled workers) who are more vulnerable ?
- Whether changes in inequality (both 'between- countries' and 'within-countries') and the observed poverty dynamics are related to globalization?
- How to explain economic success of this nation's miracles or simple the secret is creative entrepreneurs?

2. The Globalization-Openness-Growth-Distribution (Inequality)-Poverty Nexus



RELATIONSHIP BETWEEN CULTURE AND CREATIVITY

Creativity - A word of multiple definitions

which intuitively refers not only to the ability of creating the new, but also to the ability of reinventing, diluting traditional paradigms, uniting apparently disconnected points;

Boosting and leading us to finding solutions for new and old problems.

In economic terms, creativity is a renewable fuel



Individual vs Group Societal Characteristics

Individual

- Managerial mobility between companies
- Economic dynamism, innovation
- Good general skills
- Team work difficult, non-collaborative
- Exposure to different ways of doing business
- e.g., U.S. companies

Group

- Loyalty and commitment to company
- In-depth knowledge of company
- Specialist skills
- Easy to build teams, collaboration
- Emotional identification with group or company
- e.g., Japanese companies

CULTURE AND CREATIVE ECONOMY

**CREATIVITY -
MENTAL AND
SOCIAL PROCESS**

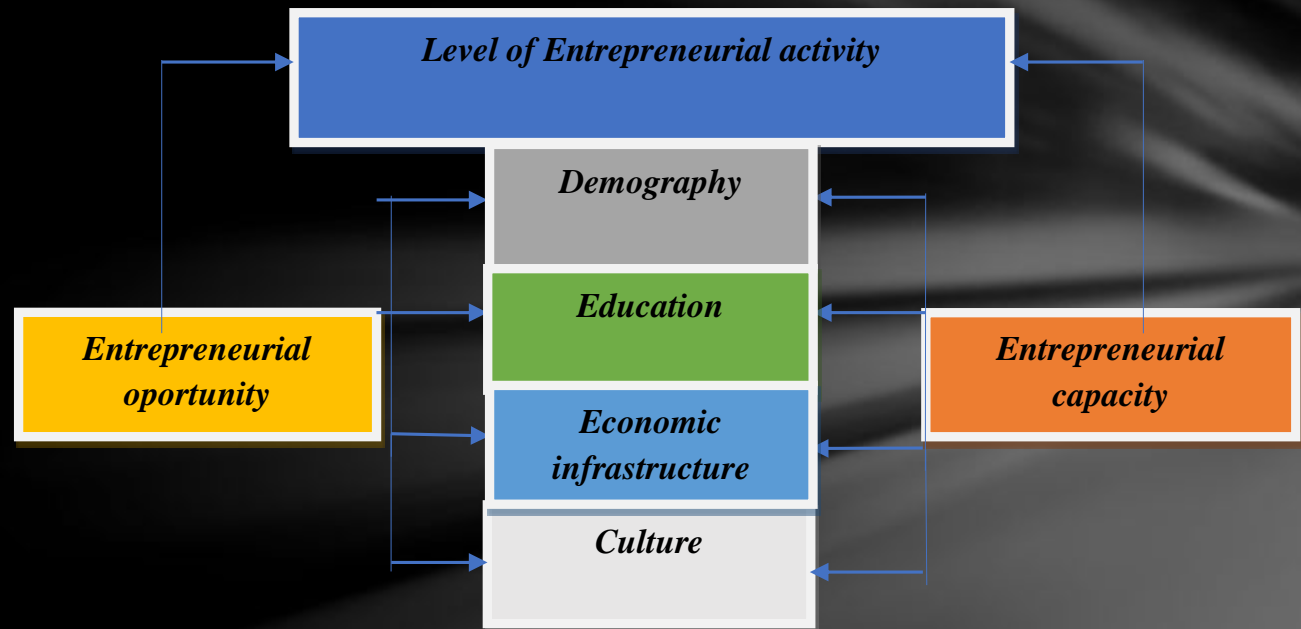
● **Generate new ideas**

● **Stimulate innovation**

● **Fostering competition and
knowledge**

● **Encourage the action of
new producers**

GLOBALIZATION AND IMPACTS OF CULTURAL CHANGES TO ECONOMIC DEVELOPMENT



Globalization

+

Internet

+

Information technologies

=

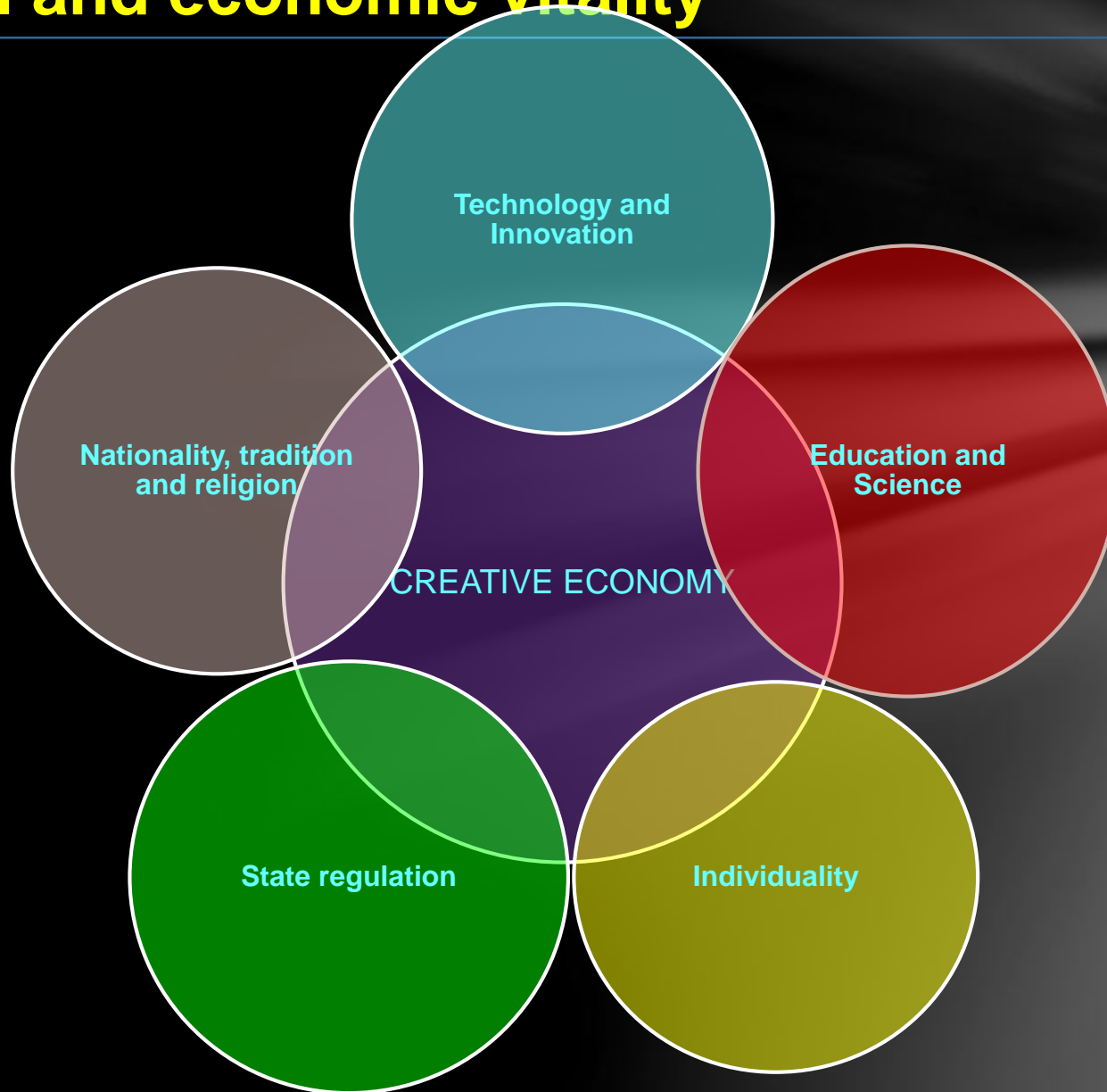
new
dimension to
the market
and operation

All three forces boost the innovation change and reshape the economic patterns and consequently strategy to world success

GLOBALIZATION AND IMPACTS OF CULTURAL CHANGES TO ECONOMIC DEVELOPMENT



Contribution of variety of creative culture to social and economic vitality



SUMMARY AND CONCLUSIONS

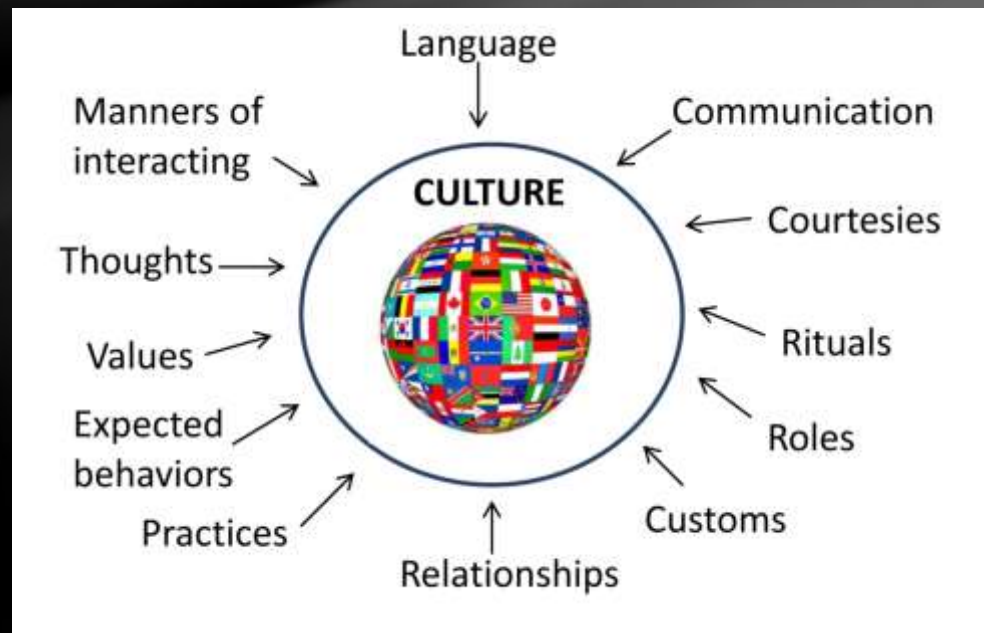
The creative economy comprises multidisciplinary approach dealing with the interface between economics, culture and technology, designed of products and services with creative content, cultural value, and market objectives, which result from a gradual change business success.



SUMMARY AND CONCLUSIONS

Economists must follow the "pulsing" of market needs, since each economy is influenced by trends or forces that form the global economy.

The central issue today is made, is injecting the best cultural and spirit values into the cells of the individuals, what entrepreneurship theory and practice which has taken as a universal value of each society.



Thank you for your attention



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