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New Unconventional Economy of Culture in Romania

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Abstract: The article deals aspects related to innovative self-organization and financial sustainability for the Unconventional Economy of Culture with analytical examples from Romania. They are presented conceptual economic and cultural aspects and elements of management of traditional economy local culture. Is described the factors to formalize a cultural economy in Romania with a new kind of real- predictive managerial behavior of qualitative and quantitative perspective. Romanian cultural behavior management in the context of European integration is characterized by examining the country's overall managerial reality based on image type "cliché" of foreseeable factors on conceptual conventional culture in the new unconventional economy. The basic problem in question is related to the type of cultural model suitable for Romania in the context of European integration, without losing the cultural heritage and local traditions.

Keywords: Unconventional economic fundamentals, Culture, New economy, Conceptual experience, Tradition, Cultural model.

1. Introduction

Economic thinking and experience aspects of conventional/unconventional in the new economy of Romanian culture, refers to elements of a lot of variables, as follows:

- New Economics of Culture (EC) with theoretical and methodological approaches.
- European cultural and EC models with comparative approaches.
- Identification of national and European institutions, the actors involved in the programming and implementation of cultural products by promoting the concept of EC.
- Analysis of conventional thinking and experiences / unconventional culture in the new economy registered national and European level.
- Study of interdependencies between EC, currents of thought and experiences of conventional/unconventional measuring intellectual capital in Romanian culture and pattern of funding / self-financing trough public-private activities in the field, compared to the trends of Europeanization (Gaf-Deac, 2014-2015).

In the new context where there is deducted evolution of contemporary society that is increasingly necessary to reconsider the "cultural economy" - the theoretical and practical formula for the types of crops exceeded new models for European cultural complex in developed countries.

The benefit of accession and integration into the European Union is given the consolidation of a modern legal and institutional system. However, European financial assistance occurs allowing access of Romanian culture in the official structure of advanced European cultural environment. It is thus seen premises synchronization with thought and spiritual values on Western multivalent culture, and the opportunity for Romania to be contributive to economic construction of units participating in the drive by a new cultural model of a united Europe.

The results of positive economic added value and improve the overall European culture, to be able to provide answers to questions and issues of concern to welfare and sustainability.

Therefore, advanced economic thinking must help Romanian culture to a referential advanced society, to identify possible new European cultural alignments.

2. Research Methods: Self-organization and Innovative Financial Sustainability for Culture Economy

The increasing complexity of high national economic structures and their globally interconnections creates additional problems in adapting to the requirements of the new model of economic, social and cultural locally and regionally development.

Alvin Toffler draws attention to the pace of change and the inability of some to keep up with increasingly accelerated transformations. It feels that occurs virtually movement structures, of the existing order.

The transition from centralized economy to a market economy in a number of countries, including Romania, created additional problems in the process of adjusting their economic structures, sometime in the cultural and social to the new requirements.

Therefore, clarification is required on some theoretical issues related to the new role and place of cultural and economic structures in the development of human communities.

Knowledge of the factors and mechanisms of structural changes interconnections between national and global cultural structures, ways of building a new type of cultural and economic structure for the new global economy; that is objective necessity practice.

Exemplary considered that the Romanian economy is necessary to achieve a possible new cultural-economic structure at the horizon of 2025-2035.

Difficulties in identifying and implementing a new economic-cultural structures are magnified by the fact that a structure is not recognized cultural ideal, which can be applied to all countries, regions or globally.

An analysis for Romania should be ready by creating a methodology to measure intellectual capital in Romanian culture, i.e. measuring the relationship effect/effort to ensure tangible assets and the intangible cultural production through a model of funding/self-financing public private partnership.

In this way, it creates preconditions for strengthening Romanian culture to prove their true potential and competitive contributory value to the European cultural patterns.

In this context, could be held to formalize the new economy of native culture based on innovative financial sustainability and self-organization.

But, in a first phase, it is necessary to identify potential they have elements of conventional and unconventional thinking and action, economic specific/particular performed in Romania, on culture and - by extension, on the Romanian society.

On this basis, with some innovative solutions is increasing its capacity to contribute to achieving long-term competitiveness of general European cultural model, to identify the main ways and measures needed reconsideration real importance and prestige of Romania in Europe ([Gaf-Deac, 2014-2015](#)).

The issue of cultural structures in connection with economic ones is a focus area for macro-makers.

We advance the idea that cultural structures are involved in the global economic crises, in fact, are crises of cultural and economic structures.

Diversity factors influencing structures (natural factors, social, political, economic, ecological) and traditions, religion, cultural and educational level, etc. They are reflected in the existing economic structures and future.

The diversity of the time led to the emergence of a wide variety of cultural and economic structures that will coexist in the future.

It is estimated that the identification and realization of a cultural and economic effective structures in Romania is hampered by the need to combine data from several key elements:

- Existing structure at the onset of transition to a market economy;
- National interest manifested decreasing and increasing Romania's participation in global value exchanges, including cultural;
- Complementarities with existing structures in the EU countries in which Romania is integrated;
- Building a compatible structure with sustainable development requirements;
- Political and group interests (contextual, cyclical and subjective).

The evolution of economic structures of the past two decades shows that Romania is still in search of its own cultural and economic structures, which are characterized by conventional optimum efficiency.

In economic structures, mathematical economic models have practical value, and scenarios can be useful by macro and micro-economic makers.

It is also useful to look at the economic system and its structures from the perspective of the general theory of complex systems.

In the traditional sense, cultural structure is a system of relationships that lead to the overall objective of general economic productive system, based on organizational and social culturally.

On the basis of general regularities, the change involves a cultural element or changes in other elements, new relationships between them leading to modification of the structure.

If this process occurs towards the objectives set, it is estimated that the cultural and economic is self-regulating structure.

Meet different types of structures in the evolution of society and the global economy, together with factors affecting structural changes based on objective laws under which they operate.

It considers that Romania is necessary to analyze the cultural and economic structures of the economy of the future sustainable development.

Based on general systems theory can elaborate cyber scheme of national space on the perspective of sustainable development.

Analysis of macro-structural evolution of Romanian economy in the transition period can be achieved by methods and indicators for assessing effectiveness.

3. Results and Discussion: The Economic and Cultural Premises of Traditional / Unconventional Management and Cultural Economy

Different situations reflect the realities of the common variables in rural conventionally found in conceptual economic and cultural expressions.

In practice occur frequently demands aimed need to identify the relative size of the parameters of the meta-management economic and cultural variables (Gaf-Deac, 2007).

However, the theoretical set should be tested for as a next step, the immediate relations confirmed to be used for prediction of quantitative and qualitative (Gaf-Deac, 2013) in a so-called organizing and managing economic and cultural life.

Figure 1.



Fig. 1. Background to formalize cultural economy in Romania with a new type predictive behavioral management of qualitative and quantitative perspective

In the wider, in the economic and cultural management, new approach proposed by the present study show significant broadening of organization and management issues, inter-trans-disciplinary vision on measuring extreme limits actions of organization and management that may interest cultural and economic decision-making.

Object, scope and methods of deriving economic and cultural systems are subject to complex management decision-making that determination to Romanian cultural behavior in the context of European integration (Gaf-Deac, 2013).

Figure 2.

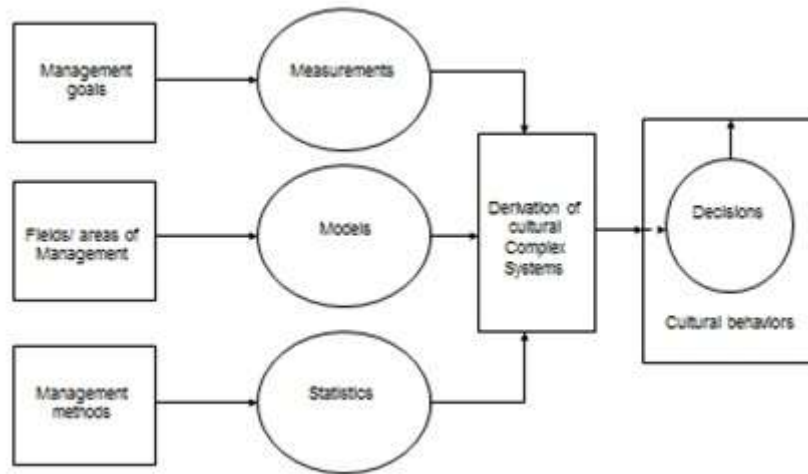


Fig. 2. Elements for Romanian cultural management decision-making behavior In context of European integration

Thus, in the general context, for economic and cultural management identify causal structural relationships bases on deterministic reality.

Some values from a range of defined sizes and organizational and managerial qualities of economic and cultural values are determined by probabilistically history (Gaf-Deac, 2007).

Highlighting the way and form in which an economic and cultural variable influence other variable is the complexity of the new knowledge economy.

Between reality and managerial model of "cliché" at a time for organization and management of cultural economy recorded some isomorphism, (Gaf-Deac, 2010) that the contents of which remain contradictions between:

- 1) investigated structure and management process.
- 2) causes and stochastic manifestations, and between.
- 3) empirical statements and actual-rational organization and management.

In itself, economic and cultural management done so "measures" credible information quantification, that determine the "knowledge of organization and leadership" in the general cognitive sense (Gaf-Deac, 2010).

Economic and cultural management models reconstruct images of managerial mechanisms that lead to new statistical processing to sub-image results, useful management believes behavior of complex systems.

From a rational economic and cultural model it is possible to generate an empirical model which "pushes" general management knowledge in new knowledge-based economy into new areas evolutionary using results-images (Gaf-Deac, 2010).

Figure 3.

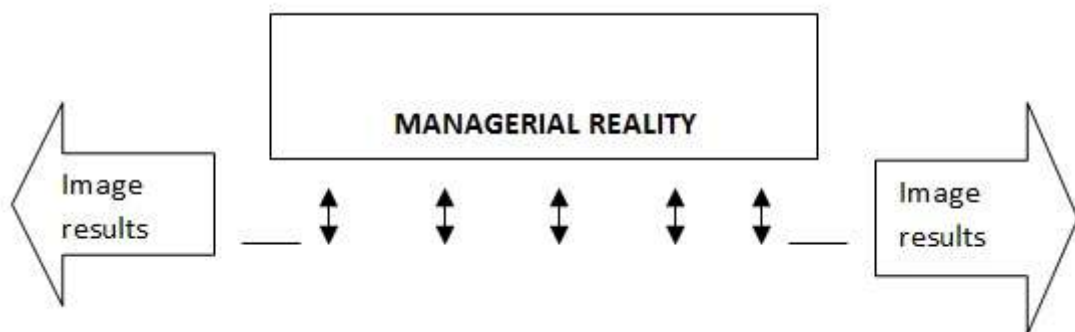


Fig. 3. Reality managerial model of "cliché"

In fact, rational economic and cultural model is an extension or further development mathematized credible organization and management, characterized by the never ideal credibility.

Between micro and macro-management relations are dimensional, non-contradictory dualism that is formalized.

Economic and cultural adjustment and management alike is reliability estimation procedures or search tools alignments prediction with higher degree of verisimilitude in organization and management.

4. Extensions Applications

Current European context is characterized by a conceptual crisis with signs of coherent managerial incapacity, or speedy economic developments in the Community.

It is expect answers to questions such as where Europe, where culture is seeking, clarification and assertions concerning de- suzerainty, homogenization or the lasting cultural identity, national versus European, centralization versus decentralization the de-landlocked areas, public or private financing of culture, individual and collective control, if spirituality, art, culture, national and European economy need a culture where we witness the industrialization of culture, multiculturalism, cultural patterns need etc (Gaf-Deac, 2013).

We appreciate that we are witnessing the de-concentration of culture and science for the benefit of new over- disciplinary knowledge-based economy.

Cultural digitization has gained precedence over the computational techniques analogy. In other words, post-structural economic climate records, generating new cultural horizons pragmatic economic theories.

Development is now extremely simplified expression, essential world (environment and general human community).

But simplification formalizes an immense complexity of the New Economy with increasing speed of movement of the flow of information in general knowledge (Gaf-Deac, 2013).

Complexity is the result of interaction more intelligent high economic agents (in the sense of knowledge holders).

Complex economic behavior underlines our predictable movement of economic activities towards different equilibrium states or to periodic conduct. It appears that economic systems are dominated by complexity undefined sensitive to initial conditions and unpredictable formal (Gaf-Deac, 2014-2015).

Against situations referred only thinking bold, unconventional, innovative is the underlying cultural experiences as resources for economic sustainability, societal.

In Romania, the economy of culture and the influence of culture on the economy, has been a subject treated sequentially through exhaustive studies, macroeconomic times macro-cultural and / or sectorial level, and the main concern in this direction had several research groups, including noteworthy they are the European Institute of Romania (IER) and the INCE / Romanian Academy.

However, there were no concerns for measuring the impact of the current crop Romanian on the thinking of contemporary economic conditions that perpetuate economic and financial crisis and structural difficulties in the Romanian economy in the last quarter century have a negative impact on the country and among population.

In normal economic structures manifests combined a) economic and cultural productiv-conventional thinking and b) the unconventional.

Conventional wisdom expressing "opinions or beliefs that are held or accepted by most people" (Galbraith, 1969).

However, unconventional thinking is contributing to "destabilize" the images in the context of the "unusual" elements of productive-economic and cultural arsenal is manifested in overall knowledge processes.

Unconventional Economic and cultural thinking give "higher" risks compared with the risk in the economy of culture based on conventional thinking.

For this reason, the question to be answered is: what are the costs and benefits of concrete unconventional thinking and innovative experiences?

5. Conclusion

The research results are beneficial for those who initiate programs of cultural development, because the analyzes provide information on the construction and running with efficiency strategies and tactics that through and experience conventional/unconventional in the new economy of the Romanian culture, given the weaknesses and strengths in the field, particularly in terms of funding.

Public authorities may take measures for enhancing the positive effects of recommended actions on feasible thinking, experience and conventional /unconventional Romanian culture in the new economy.

Given the two areas of concern - the economy and culture, found in the new economy of the Romanian culture, any approach is interdisciplinary, aimed effects of the financial sustainability of cultural products and the development of culture in Romanian society for better connection with cultural Europe models.

The new economy of Romanian culture has certain interdependencies with other areas such as management, marketing, ethics in cultural affairs, communication and transparent governance.

Communication plays a significant role in carrying out activities Romanian culture contributes to better inform the public, as the structures of society and the public can evaluate and better understand organizational learning opportunity, training in behavioral intergenerational fairness.

Developing the concept of New Economy of Culture (EC) (narrow and broad) occurs considering the multitude of existing approaches internationally multitude of systems, institutions, organizations can promote programs and cultural products funded public / EC or private and evolution of this concept in the past 25 years. Also, they can achieve similar concepts such as separation from the Knowledge Economy, Social Economy or Network or Clustered Economy.

We appreciate that now, Romanian culture, using only conventional evolutionary thinking and such experience in the field, get straight to the "cultural peace action". It is advisable to promote a model of funding / self-financing public-private to lay the groundwork for strengthening the Romanian culture to prove their true potential and competitive contributory value to the European cultural patterns.

In this context it is useful to formalize the methodology of measuring intellectual capital in the local culture by obtaining data on the relationship effect / effort to ensure tangible assets and the intangible cultural production in Romania.

The results contribute to changing legislative and institutional framework to increase the impact of EC on the local and national cultural communities.

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