



## **TRACK 17: Culture as an agent of change**

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### **Abstract:**

In the contemporary era, the “Cultural sector” has undergone a spectacular growth in the management research field. Recent and continuing changes in the life style of advanced societies point to the increasing importance of leisure time. The modern knowledge society has completely changed the pattern of the working day, in which the quantity of time spent physically on the job and to produce revenue is much lower than before, and overall is less defined. The knowledge society is also characterized by a big need for education, entertainment, community building, and symbols of identity. In these phenomena, the cultural sector: museums, heritage, leisure activities, libraries, events, arts in general, promise to play a progressively more important role than in the traditional forms of social organizations. The cultural sector, in fact, has witnessed a spontaneous growth of the demand of culture from people, citizens, politicians, companies, and all the stakeholder of development society. In this respect, the modern research in the economics and management is paying increasing attention to elaborate studies and practical tools of support of cultural sector development.

In the field of economics and management, the initial studies on culture were concentrated on organizational topics, and aimed to help cultural institutions to achieve a measure of efficiency along entrepreneurial lines, with due recourse to innovation and competitiveness. Today, after near twenty years of research in the field, the attention of most academics is directed to the potential of culture as a key ingredient for economic and social development, and on its integrating role vis a vis other sectors of growth (i.e. transportation, policies of mobility, urban development, social, job, education). The interdisciplinary nature of modern research on cultural management has also markedly increased, with a progressive opening to disciplines such as economics, psychology, sociology and operational research.