



"To what extent can a Cultural Entrepreneurship Platform contribute to the economic empowerment and cultural preservation of Romanian teenagers on a global scale?"

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(1) Introduction

1.1 Background and Context

In today's increasingly interconnected world, both communities and individuals aim to preserve their cultural identity while pursuing economic empowerment. For the Romanian diaspora, who are scattered around the world, achieving these goals is important. Romanian teenagers who

are living in foreign lands far away from their homeland face a unique challenge - striking a balance between preserving their cultural heritage and pursuing other activities.

1.2 Research Objectives

The primary objective of this research is to explore, through imaginative inquiry, the hypothetical concept of a Cultural Entrepreneurship Platform and its prospective role in the lives of Romanian teenagers within our world. Our study is underpinned by the following key research objectives:

- To show how a Cultural Entrepreneurship Platform could empower Romanian teenagers economically and culturally on a global scale.
- To offer ideas, recommendations, and considerations for the development of such a platform.
- To examine the intersections between cultural preservation and economic empowerment within the context of this platform.

1.3 Hypotheses

This research is guided by hypotheses including:

- Cultural Entrepreneurship can boost Romanian teens' financial stability and economic opportunities.
- The platform can preserve Romanian cultural heritage.
- Preserving Romanian culture and promoting economic growth can benefit Romanian youth worldwide.

(2) Literature Review

2.1 Cultural Entrepreneurship

This research, “The Outreach of Participatory Cultural Initiatives: the Importance of Creating and Exchanging Knowledge” investigates participatory cultural initiatives involving communities in cultural activities, like projects and programs. It also discusses the outreach of these initiatives, and how much influence they had to their audiences. This includes geographical reach, audience diversity, or engagement levels. This is essential information and background for the cultural entrepreneurship platform because it highlights the vital connection between culture and people, and the extent to which people are willing to participate in cultural activities.

2.2 Youth Empowerment and Entrepreneurship

This study, “Implications of Entrepreneurial Intentions of Romanian Secondary Education Students, over the Romanian Business Market Development” examines how the entrepreneurial intentions of Romanian high school students may impact the development of the Romanian business market, with potential implications for education and economic growth. The source

highlights the economic aspects of youth participation, and emphasizes the importance of empowerment (Amalia Furdui, Lucian Lupu-Dima, Eduard Edelhauser).

2.3 Digital Platforms and Cultural Exchange

In the digital age, youth engagement with digital media is a central theme in "Youth, Identity, and Digital Media," edited by David Buckingham. This work shows the role of digital platforms in influencing youth identity. Understanding the impact of digital platforms is essential in exploring how a Cultural Entrepreneurship Platform may influence cultural identity among Romanian teenagers (Buckingham).

(3) Methodology

3.1 Research Design

The research design employed in this study is a survey-based approach to measure and assess the attitudes of Romanian teenagers concerning the hypothetical Cultural Entrepreneurship Platform and its potential contributions.

3.2 Data Collection Methods

Data will be collected through a survey with checkoff and multiple-choice questions for quantitative data and open-ended questions for qualitative insights. The running format of questions will offer more comprehensive insight to understanding the research subject.

3.3 Target Population and Data Analysis

The study examines Romanian teenagers currently enrolled at different highschools in Chicago, and Romanian teenagers from various cities in romania. Participants fall within the age range of 15-18. The closed-ended questions will be analyzed using descriptive statistics. The qualitative data will be interpreted in a thematic analysis to identify themes.

(4) Theoretical Framework

4.1 Relevant Theoretical Concepts

Cultural Entrepreneurship refers to activities and initiatives utilizing cultural resources, practices, and heritage to create economic and social value (Phillip H. Phan and Benedict Rowen, 2018). This concept is central to our investigation as we explore the potential of a cultural entrepreneurship platform.

Youth Empowerment Theory focuses on enhancing young individuals' decision-making power and agency, fostering their active participation in social, economic, and cultural domains (Julian Sefton-Green, 2018). This study aligns with this concept as it aims to gauge the interest of Romanian teenagers in these areas.

Digital Platforms have revolutionized how individuals interact, communicate, and engage in various activities. These platforms offer opportunities for community building, skill development, and cultural exchange (David Buckingham, Ed., 2014).

4.2 Theoretical Layout of the Platform

User Registration and Profile:

- Easy registration for Romanian teenagers.
- Customizable profiles showcasing interests and culture.

Personalized Homepage and Dashboard:

- Dynamic homepage and dashboard

Cultural Entrepreneurship Hub:

- Tools for projects
- E-commerce
- Skills development.

Cultural Preservation and Promotion:

- Resources, traditions, and engagement activities.

Community and Networking:

- Social features, forums, and mentorship network.

Virtual Marketplace:

- Marketplace for cultural products and services.
- Buy, sell, and exchange cultural items.

Educational Resources:

- Educational content.
- Workshops, challenges, and contests.

4.3 Theoretical Foundations of the Study

1. Youth are Active Agents: Romanian teenagers can preserve and promote their cultural heritage through entrepreneurship and cultural engagement.

3. Cultural Preservation and Identity: Features that facilitate cultural connection and preservation will enhance the platform's appeal among Romanian teenagers.

3. Economic Empowerment: The platform's economic opportunities related to Romanian culture will resonate with the economic interests of Romanian teenagers, leveraging the concept of cultural entrepreneurship.

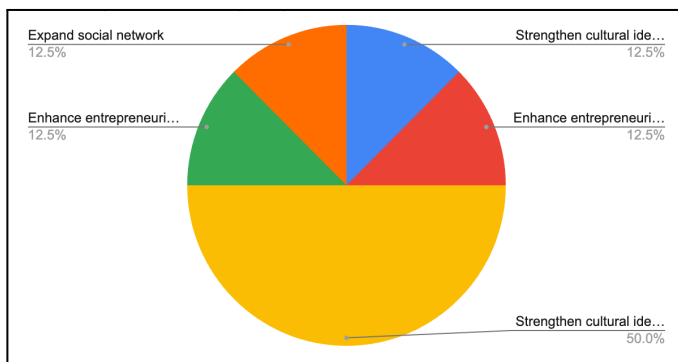
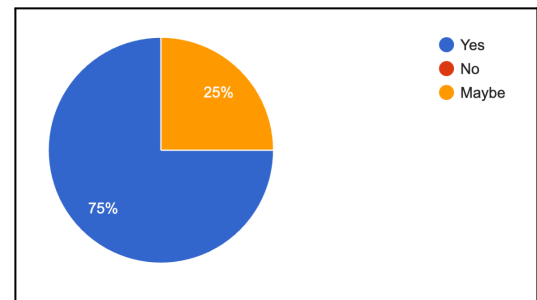
(5) Research Findings

5.1 Preliminary Data Analysis

The survey revealed that many individuals were excited about using this platform to deepen their cultural connections. When asked about their cultural affiliations, specific themes surfaced. Some participants expressed feeling burnt out with their culture, while others were eager to broaden their social circles and enhance their entrepreneurial abilities. Although many expressed a strong interest in entrepreneurship information on the platform, contestants preferred that it not be the primary focus. They would like to see more classes and workshops that center on Romanian culture, as well as a networking space where they can exchange support and guidance in many scenarios.

5.2 Visual Representation of Data

When asked about the likelihood of using the platform if it offered features to connect with Romanian cultural traditions most of the respondents agreed that they would be more interested in the platform if it was marketed to promote Romanian culture.



When asked about activity preference, the majority of the participants expressed an interest in receiving support for entrepreneurship. What's noteworthy is that a significant number of respondents who favored entrepreneurship also displayed enthusiasm towards cultural exchange and preservation. This trend was observed

consistently throughout the survey, pointing towards a strong link between entrepreneurship and cultural preservation. Additionally, respondents answered another question following the same pattern. According to the responses, the majority of the respondents believed that the platform would be most beneficial in improving their entrepreneurial skills and expanding their social

network. The presence of a support of entrepreneurs was already established, but it was interesting to note how many respondents were interested in social networking.

The survey results indicate that most of the respondents showed a mild interest in developing entrepreneurial skills related to Romanian culture. While they welcomed the idea of a platform for entrepreneurship education, they indicated a preference for it to be one component of a broader experience, rather than the main focus. The responses showed that the respondents were just as concerned with their cultural perception and connection as they were with entrepreneurship. This was also reflected in their social networking preferences, as they preferred a larger network that could engage in diverse activities, rather than a close circle for just entrepreneurship and entrepreneurs. In terms of entrepreneurship, the respondents voted for providing cultural services and creating cultural content as the best income-generating opportunities or entrepreneurial activities related to Romanian culture. This preference for cultural emphasis is also reflected in the survey, as the respondents want their culture to be involved in every aspect of the platform.

5.3 Implications of Findings

The survey indicated five key areas for the Cultural Entrepreneurship Platform to focus on:

- 1) Highlight the platform's connection to Romanian culture in marketing strategies.
- 2) Integrate entrepreneurship and cultural preservation to provide a holistic experience.
- 3) Provide diverse activities and networking opportunities.
- 4) Offer a cultural education that encompasses both entrepreneurial skills and cultural identity.
- 5) Focus on global outreach and accessibility for Romanian teenagers worldwide.

Overall, these findings emphasize the importance of cultural connection, diverse activities, and global engagement to create a platform that empowers Romanian teenagers economically and culturally.

(6) Discussion

6.1 Findings:

The survey revealed that Romanian teenagers are highly interested in the Cultural Entrepreneurship Platform when it promotes Romanian culture. The survey also showed a strong connection between entrepreneurship and cultural preservation. Respondents wanted diverse activities and networking opportunities within the platform, and they wanted a well-rounded cultural education that encompasses both first their cultural identity and then their entrepreneurial skills.

6.2 Relationship to Research Objectives:

The survey results directly align with the research objectives of exploring the potential of the Cultural Entrepreneurship Platform in empowering Romanian teenagers both economically and

culturally on a global scale, offering recommendations for its development, and examining the relationship between cultural preservation and economic empowerment.

6.3 Contribution to Existing Knowledge:

This study contributes to our understanding of Romanian teenagers living abroad and their aspirations. The survey results provide insights into the potential of cultural entrepreneurship as a means to bridge economic empowerment and cultural preservation among youth. Additionally, the findings contribute to discussions on the role of digital platforms in shaping cultural identity and engagement among youth in the digital age.

In conclusion, to create a platform that resonates with Romanian teenagers, the Cultural Entrepreneurship Platform should emphasize cultural connection, integrate entrepreneurship and cultural preservation, provide diverse activities, and promote global engagement.

(7) Conclusion

7.1 Summary of Key Findings

This research aimed to assess the potential of a Cultural Entrepreneurship Platform in empowering Romanian teenagers on a global scale, both culturally and financially. The survey results showed that Romanian teenagers in the diaspora are interested in a platform that promotes Romanian culture, and there is a strong connection between entrepreneurship and cultural preservation. Respondents emphasized the need for diverse activities and networking opportunities within the platform to provide a comprehensive cultural education that includes entrepreneurial skills and cultural identity.

7.2 Significance of the Study

The study is significant for two reasons. Firstly, it provides insights into the aspirations and preferences of Romanian teenagers living both in Romania and Chicago. Secondly, it demonstrates how a Cultural Entrepreneurship Platform can bridge economic and cultural goals for youth.

7.3 Revisiting the Research Objectives



1. The Global Cultural Entrepreneurship Platform can empower Romanian teenagers economically and culturally on a global scale, as indicated by survey results.
2. Designed prospective ideas, recommendations, and considerations for the development of the platform so that it creates a space for holistic cultural education.
3. Analyzed the intersection between cultural preservation and economic empowerment and how they can mutually reinforce each other.

7.4 Recommendations for Further Research

4. **Platform Development:** Further research should be conducted to develop a Cultural Entrepreneurship Platform based on the insights from this study.
5. **Global Outreach:** Research ways to reach Romanian teenagers globally by studying the needs and preferences of different diaspora groups.
6. **Impact Assessment:** Further studies and assessments are necessary to measure the platform's impact on Romanian teenagers' economic and cultural well-being.
7. **Cross-Cultural Comparisons:** Comparative research can show cultural entrepreneurship's broader applicability among other communities.

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