



Editorial

The Cultural Dimension of a Sustainable Economy

Guest Editors: Luminița NICOLESCU & Lavinia Cornelia BUTUM

In today's globalized economy, various aspects impact people's everyday lives. Considering that, even though we are all different and embrace many cultural patterns, we live in an interconnected world and need to adapt and respect other people's cultural beliefs. Also, we need to perform better, have access to the latest technologies, and combine material and immaterial culture with economic, social, and political visions in a coherent, sustainable way to ensure a better future for all human beings.

At first glance, it can be noticed that the papers included in this issue present diverse cultural themes. However, a common thread emerges: all the papers emphasize the role of cultural collaboration in fostering *competitive and sustainable environments*.

The victory of an athlete represents a success for the entire community from which he/she comes, as well as for the hosts who organize the contest, the sponsors, and the mass media, etc. A cultural mega event has direct implications for regional economic growth, as it is accompanied by new investments, especially in infrastructure development. Cultural institutions are involved not only in delivering masterpieces of cultural representation but also in promoting the sustainability discourse to build a community of stakeholders driven by the same ambitions, with an eye on the future development of society as a whole. An investment made today in a more flexible and innovative HR management system that aligns employee needs with the corporate culture will increase employee retention and organizational competitiveness. The cultural and creative industries have an impact on economic growth, social cohesion, and regional development through innovation and sustainability.

Thus, the present special issue reflects the diversity of cultural challenges, practices, and awareness that have immediate or latent impacts on a globalized economy, with cultural collaboration as a main activity that assures the future development of individuals, communities, and regions. Also, *the articles in this issue reflect the sustainability orientation of companies and institutions to create and promote added value for citizens and to increase people's involvement in society's development*.

The first paper in this issue has the title: "Sport Science, Mental Skills Training, and Ethical Dilemmas: Cultural Imposition on Irish Traveler Boxers' Norms - An Opinion Piece" and is written by Philippe Crisp, Luc Crisp, and Dave Bright. It presents a rigorous analysis of historical and cultural evidence that support authors' arguments: The Mental Skills Training (MTS) and other similar training could be implemented by coaches only by preserving the community's identity (with an emphasis on Traveler communities) for supporting boxers that belong to these communities and value more the individual autonomy, being concerned with the conservation of their cultural norms and ethics.

The second paper, "Mapping Europe's Cultural Pulse: A Bibliometric Analysis of Cultural Mega Events, Music Festivals, and the European Capitals of Culture," by Alexandra Barbu, highlights through a bibliometric analysis the importance of cultural mega events in boosting the touristic potential of cities and regions, contributing to economic growth and the recognition of the community's cultural identity. Also, these Cultural Mega Events serve as a strategic policy tool that supports innovation and helps build or redefine a country's image.

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The third paper, “A Meeting Point of Culture, Royalty, and the Environment: Analyzing the Discourse on Sustainability by the Royal Ballet and Opera in London,” a research of Oleksadr Kabranov, shows that the notorious cultural institutions adapted their discourse to the present. Thus, an important institution that provides artistic performances, the Royal Ballet and Opera in London, demonstrates its commitment to sustainability through its website, which serves as a means of ensuring community well-being. Also, by this action, the institution shows that it is currently adapting its vision and organizational identity to current times, promoting values appreciated by the general public.

The fourth paper, written by Mădălina-Elena Stratone and Corina Scoarță, “Culture at Work: What Drives Employee Performance in Romanian Multinationals?”, finds a positive correlation between the agility of multinational organizations operating in Romania and employee engagement, with direct implications for productivity growth. Thus, a shift in organizational management, leadership, and Human Resources towards greater collaboration, since Romanian employees are more oriented towards personal development, has a positive impact on employee retention and strengthens their sense of belonging to the organizational culture.

The fifth paper, “Sustainable Pathways for Cultural and Creative Industries: A Comprehensive Literature Review,” by Ana-Maria Osadci-Baciu and Alexandra Zbucnea, examines the role of Cultural and Creative Industries in supporting growth, well-being, and sustainability. The article identifies a possible conceptual triangle of “sustainability – sustainable development – cultural heritage,” with cultural heritage at its center.

Given the diversity of themes mentioned above, we encourage readers to adopt a more comprehensive perspective that considers the cultural dimension as an essential factor in ensuring society's growth, well-being, and sustainability in the globalized economy.

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Guest editors' biographies

Luminița NICOLESCU is a Professor with the Bucharest University of Economic Studies, the Faculty of International Business and Economics. She teaches marketing-related topics at the Bachelor's, Master's, and MBA levels in Romanian and English. Her research interests include higher education management and reforms, marketing, international marketing, and the management of small and medium-sized enterprises. She is the author and co-author of around 30 books and book chapters, and has written over 60 papers in national and international journals. Professor Luminița Nicolescu is highly interested in research, having participated in over 30 research and policy-making projects, either as project director or as a project member.

Lavinia Cornelia BUTUM has been an Associated Professor at the Bucharest University of Economic Studies, Faculty of International Business and Economics. Currently, she is an Associate professor at the National University of Political Studies and Public Administration, Faculty of Management. She teaches procurement management and project and program audit at the Master's level in Romanian and English, and professional competences for the globalized economy at the Bachelor's level in Romanian. Her research interests include higher education management, international marketing, and international business. She also has over 20 years of experience in implementing projects with non-reimbursable financing, either as a member of the management team or as a research member.