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## **SOCIOCULTURAL DIMENSIONS AND THEIR INFLUENCE ON CREATIVE ECONOMY ACTIVITIES**

**Abstract:** The research explores the influence of sociocultural dimensions on the creative economy, focusing on the trade of creative goods and services in EU countries. Using Hofstede's model, it identifies key cultural traits—individualism, indulgence, low power distance, and uncertainty avoidance—that shape creative industry dynamics. The findings underscore the role of sociocultural factors in fostering innovation, trade adaptability, and cultural management strategies for sustainable growth in a globalized market.

**Key words:** *sociocultural dimensions, creative economy, creative industries, European Union countries, international trade, cultural management, sustainable growth.*

In today's globalized landscape, understanding the interplay between sociocultural dimensions and the creative economy has become essential for fostering sustainable growth within creative industries.

This research investigates the dependence of creative economy activities, such as the trade of creative goods and services, on sociocultural traits, examining how dimensions like individualism, uncertainty avoidance, indulgence, and power distance shape creative industry dynamics. By focusing on the cultural contexts of EU countries, this study aims to uncover how these sociocultural factors influence international trade patterns in the creative economy, offering insights that are increasingly relevant for effective cultural management and strategic adaptation in an interconnected world.

The creative economy is recognized as a significant driver of economic growth, with scholars as Boiko and Shatska who emphasize the role of innovation in creative industries [1]. Other researchers, including Kaplina and Khmara&Pylypenko, explore themes such as cross-cultural adaptation and the impact of digital technologies [2-3]. However, critical issues remain unresolved, including strategies for adapting creative industries to the realities of globalization, the implications of digitalization, and the challenge of preserving cultural uniqueness amidst global integration.

The object of this study is the dependence between creative economy activities and sociocultural dimensions within EU countries, examining how cultural traits shape engagement in the international trade of creative goods and services. The subject centers on analyzing the impact of sociocultural factors, such as individualism, uncertainty avoidance, indulgence, and power distance, on creative economy activities. Using Hofstede's model, this research investigates the relationship between these dimensions and the levels of creative goods and services exported and imported, aiming to identify the ways in which cultural characteristics influence the dynamics of the creative economy and inform effective management strategies for fostering sustainable growth in a globalized market. Given the transformative effects of globalization on creative industries, a comprehensive, interdisciplinary approach is necessary to navigate the associated challenges and leverage opportunities in cultural management and the creative economy. This research ultimately seeks to develop effective strategies that balance cultural preservation with global integration, fostering innovation and sustainable growth within the creative sector.

To study the relationship between a country's sociocultural development and its performance in the international trade of creative goods and services, it is essential to examine the results of EU countries' international trade values for 2022. The findings indicate that eight countries are the most active in exporting and importing creative goods and services: Germany, France, the Netherlands, Italy, Spain, Poland, Ireland, and Sweden (table 1.1).

Table 1.1.  
Countries by the value of exports and imports of creative goods and services in the EU  
in 2022, mln, USD

	<b>Import of creative goods</b>	<b>Export of creative goods</b>	<b>Import of creative services</b>	<b>Export of creative services</b>
<b>Germany</b>	33 466	29 202	89172	78588
<b>France</b>	28 775	30 189	45159	35403
<b>Netherlands</b>	15 460	13 655	58690	53669
<b>Italy</b>	14 953	38 737	-	-
<b>Spain</b>	10 795	8 128	12100	18494
<b>Poland</b>	33 466	13 467	-	-
<b>Ireland</b>	3 756	2 787	229921	231338
<b>Sweden</b>	4 325	3 021	36420	31932

Source: [4]

Analyzing the data reveals that Italy, France, and Germany lead in the trade of creative goods, while Ireland, Germany, and the Netherlands play a significant role in the trade of creative services. Studying the sociocultural dimensions of these selected countries using Hofstede's model may help identify and confirm a link between a country's sociocultural development and the growth of its creative sectors (table 1.2).

<b>Country</b>	<b>Power Distance</b>	<b>Individualism</b>	<b>Motivation towards Achievement and Success</b>	<b>Uncertainty Avoidance</b>
<b>Poland</b>	68	47	64	93
<b>Italy</b>	50	53	70	75
<b>Germany</b>	35	79	66	65
<b>Netherlands</b>	38	100	14	53
<b>Spain</b>	57	67	42	86
<b>France</b>	68	74	43	86
<b>Sweden</b>	31	87	5	29
<b>Ireland</b>	28	58	68	35

Source: [5]

Using the data provided above, it is possible to suggest that cultural characteristics, as per Hofstede's model, influence the volumes of exports and imports in EU countries' creative industries. The analysis confirms that individualism correlates with a high level of creative service exports.

Countries with a high degree of individualism (Germany, the Netherlands, Sweden) have significant export volumes, which can be explained by the encouragement of innovation and self-expression. High uncertainty avoidance promotes the import of creative services. Countries with high uncertainty avoidance (Spain, France) import more services to avoid risks associated with developing their own industries. Indulgence supports creative exports, with countries that have high indulgence scores (Sweden, the Netherlands) exporting more due to an emphasis on self-expression that fuels creative activity. Low power distance fosters the growth of creative industries; countries with low power distance (Ireland, Sweden) achieve high export levels, which can be attributed to democratic management styles that support flexibility and innovation. The conclusion of this research underscores the significant role that sociocultural factors play as influential determinants of a country's engagement in international trade within creative industries and shaping the creative economy. Analysis of EU countries in 2022 demonstrates that high levels of individualism, indulgence, and low power distance correlate with increased exports in creative services. Such countries as Germany, the Netherlands, and Sweden, which score high in these dimensions, show substantial export activity, supporting the notion that societies fostering self-expression and democratic management styles are well-positioned to succeed in the global creative market.

Furthermore, the study highlights how high uncertainty avoidance in countries such as Spain and France influences their preference for importing creative services, suggesting that a more risk-averse approach affects their international trade patterns. These findings emphasize the importance of cultural adaptability and flexibility as strategies for creative industries operating within diverse sociocultural landscapes. Ultimately, this research contributes to understanding the nuanced impact on creative industries, stressing the need for balanced strategies that support cultural preservation while capitalizing on opportunities presented by global integration. Future studies could further investigate how digitalization and emerging technologies interact with cultural factors, offering a more comprehensive framework for sustaining growth in the global creative economy.

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