



## Cultural Dynamic and Innovation Performance

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### Message from the Guest Editors

Differences among countries in terms of levels of technological development and investment capacity largely stem from the society's dominant cultural background. The grid of values in a society plays a special role in motivating and encouraging its members to innovate. An effective way of keeping enterprises and organizations competitive is by developing an entrepreneurial culture that boosts innovative activity and thus maintains competitive advantage. Thus, culture should be considered a strategic instrument for achieving competitive advantage through innovation. Culture encourages innovation and creativity and motivates individuals or groups to foster the spirit of entrepreneurship.

This Special Issue aims to publish high-quality theoretical or empirical research papers that are going to explore the cultural dynamics that affect the innovation performance of the economies. The scope is to highlight the direct and indirect channels through which the cultural dynamics lead to innovation outcomes and identify other factors that may intervene in this process. International or country-specific research is welcomed.





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## Message from the Editor-in-Chief

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