



Alicante, Spain & Virtual event

**Urban Challenges
and Sustainable Technological Revolution**

Special Session Proposal

Culture Based Development (CBD):

Cultural Context and Social Psychology

in Confronting Urban and Rural Challenges

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Abstract

Culture Based Development (CBD) is a multidisciplinary paradigm, mainly on the border between cultural economics and regional economics. It builds heavily on cultural theory and interprets and recombines it into economic terms.

CBD's main take is that there need to be more than one person for a culture to emerge, hence culture is naturally a regional economic topic, where culture can be termed as local context (or milieu). The function of culture is that it is a complex code for behaviour and communication between people, which humans have evolutionary devised to decrease their fear of uncertainty. Its expressions locally are a stock of cultural capital shared by the local population. Identifying with this stock, people can signal to each other their cultural propensity to behave in a manner that minimizes the uncertainty of interaction with them (see Tubadji 2012, 2013, 2021). CBD has also identified a process termed cultural hysteresis – which defines as the nonlinearity in response to identical challenges across territories with varying cultural context (Tubadji, Nijkamp and Angelis 2016).

The current special session offers a deeper and novel insight from the CBD research, distinguishing the differences in cultural capital impact and cultural hysteresis among rural and urban areas, especially in challenging times. Urban and rural contexts are likely to be culturally different, as suggested by the work of Thorstein Veblen, whose main theories (of cultural consumption as a social mobility tool) emphasise the rural-urban cultural consumption differences. Meanwhile, Gary Becker also highlights the importance of rural and urban differences for the cultural taste for discrimination and its evolution over time. Therefore, it is only natural that CBD identifies differences in the cultural capital impact, as defined by CBD, in rural versus urban areas. The unique novelty that the special session offers is that it also demonstrates that the non-linearities of the predictable cultural hysteresis will also vary across urban and rural areas. These findings help to predict with higher precision the cultural bias in socio-economic choice under normal circumstances and in comparison, under conditions of socio-economic shocks.

References

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- Tubadji, A. (2021) "Culture and Mental Health Resilience in Times of Covid-19", *Journal of Population Economics*, 34: 1219-1259.
- Tubadji, A. (2013) "Culture-Based Development: Culture and Institutions – Economic Development in the Regions of Europe", *International Journal of Society Systems Science*, 5(4): 355-391.
- Tubadji, A. (2012) "Culture-Based Development: Empirical Evidence for Germany", *International Journal of Social Economics*, 39(9): 690 – 703.

Planned contributors:

- Aleksandra WRONA, Wroclaw University of Economics and Business, Wroclaw, Poland, aleksandra.wrona@ue.wroc.pl, presenting paper: "Culture-Based Development in the City: The Neo-Weberian Smartness", joint work with Annie Tubadji, Valentina Montalto and Katarzyna Miszczak
- Suresh GOVINDAPURAM, IIT Tirupati, India, hs18d001@iittp.ac.in, presenting paper: "Cultural Empowerment of the Corrupted Bank Middleman for the Poor in Rural India – pre- and post-COVID19", joint work with Annie Tubadji
- Maryam ALMOIR, Swansea University, the UK, presenting paper: "Differences in Cultural Persistence in Rural versus Urban Taste for Discrimination against Female Workers in the UK: before and after COVID-19", joint work with Annie Tubadji
- Tahar, MJIGAL, Oklahoma State University, the USA, tmjigal@uco.edu, presenting paper: "Cultural Roots of Differences in Behavioral Response to Risk in Investment Decisions in Urban versus Rural Areas" – joint work with Annie Tubadji