

NATIONAL CULTURE AS A DETERMINANT OF INNOVATIVENESS

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Abstract:

According to The Global Competitiveness Report innovations are necessity for the most advanced economies in the world, if they want to sustain high wages and high standard of living. This is why determinants of country's innovativeness are very important economic issue. The purpose of this paper is to examine what types of national culture are conducive for innovations. The results show that innovations are created statistically more often in national cultures characterized as: low power distance, high individualism, long-term orientation (G. Hofstede culture dimensions); monochronic, low-context (E. T. Hall culture dimensions) and with internal control (F. Trompenaars and Ch. Hampden-Turner culture dimension).

Keywords: national culture, determinants of innovativeness, innovation-friendly national cultures, fostering innovations