

THE IMPACT OF SOCIAL AND CULTURAL ENVIRONMENT ON THE ENTREPRENEURIAL ACTIVITY

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Abstract: Considering that entrepreneurship is closely related to the environmental evolution and dynamism in which it take place, and depending of all its factors: economical, social, cultural, etc., this study tries to outline an overview of what the social and cultural environment, the entrepreneurial activity and the connection between these two mean. The analysis of social and cultural environment on the entrepreneurial activity highlights the importance of social and cultural factors in the entrepreneurial activity because its evolution depends from country to country, depending on the culture, values, norms and importance the respective country give to entrepreneurship.

Keywords: impact, environment, entrepreneurial activity

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