

INNOVATING CULTURAL PRESERVATION: THE STRATEGIC ROLE OF DIGITAL ENTREPRENEURSHIP

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Abstract: *The convergence of digital entrepreneurship and cultural preservation offers a transformative pathway to safeguarding cultural heritage while fostering innovation and economic growth. This paper investigates how digital tools and platforms, including virtual reality (VR), augmented reality (AR), 3D scanning, e-commerce, crowdfunding, and social media, are reshaping the documentation, promotion, and commercialization of cultural assets.*

Digital entrepreneurship, defined by its integration of technology to create value, complements cultural preservation by enhancing the longevity and accessibility of tangible and intangible heritage. Cultural entrepreneurs utilize these tools to achieve economic sustainability and cultural enrichment, reaching global audiences, fostering inclusivity, and adapting traditional practices to contemporary markets.

However, this synergy also poses challenges such as market saturation, ethical concerns over cultural appropriation, and the digital divide impacting underserved communities. Overcoming these requires ethical frameworks, innovative strategies, and improved access to digital education and infrastructure.

This paper highlights key trends and challenges in integrating digital entrepreneurship with cultural preservation, emphasizing its potential to promote cultural sustainability, global connectivity, and innovation. By aligning technological advancements with preservation principles, digital entrepreneurship ensures heritage remains relevant in the digital era. The study offers insights for practitioners, policymakers, and researchers on leveraging entrepreneurial innovation to amplify cultural significance.

Keywords: Digital entrepreneurship, cultural preservation, cultural heritage, innovation

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