



# Sustainability in the Most Globalized Sectors of Creative Industries in Slovakia

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# Introduction

- Sustainable economic growth is economic development that attempts to satisfy the needs of humans but in a manner that sustains natural resources and the environment for future generations
- Specifically, we contrast the widespread assumption of a positive direct impact of cultural heritage on economic development with an innovative idea according to which the effect of cultural heritage on development could be indirect and, in particular, that it could be mediated by creativity
- Currently IT sector, especially software publishing companies have become one of the key technological infrastructures where existing technologies continue to rapidly develop and novel technologies are being constantly introduced, fostering the emergence of new entrepreneurial ventures



# Research Aim

- to analyse the sustainable economic development according to the SDG 8 of the most globalized sectors of the creative industries in Slovakia mainly measured by the value added and the volume of foreign trade
- **Research question no. 1:** Does any relationship exist between the sustainable economic development of the selected creative industries' sectors and the volume of foreign trade as the indicator linked to the globalization in Slovakia?
- **Research question no. 2:** Does any relationship exist between the sustainable economic development of the selected creative industries' sectors and value added belonging to the group of indicators linked to the globalization in Slovakia?



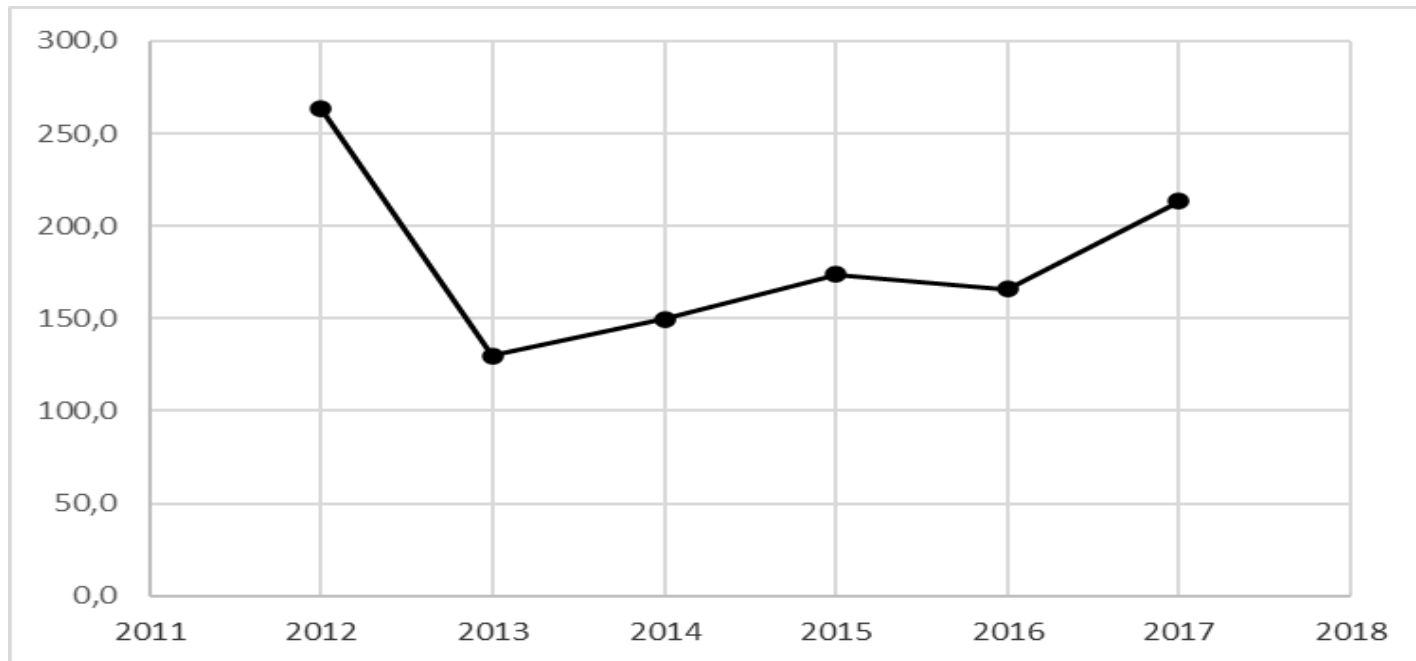
# Methods

- the analysis of the indicators measuring the globalization as the international trade of cultural goods in the EU, then the value added of the most globalized sectors and regression models describing the volume of export, value added and the employment rate representing the sustainable development of the economy
- The data used in the paper were provided mainly by the Eurostat and the Statistical Office of the Slovak Republic
- To find the answers for the set research questions, we used the descriptive statistics and the regression analysis as the method for examining the influence of one or more independent variables on a dependent variable.



# Results

- Added value is closely linked to productivity
- Productivity is considered a key resource of economic growth and competitiveness. The biggest downturn of the value added was in 2012
- From this period, the development of the indicators value added was slightly increasing



# Results

- The moderate positive correlation (0,56) between the employment rate as the indicator measuring the sustainable development and the volume of export in the creative industries in Slovakia was confirmed
- The linear dependence between these two indicators exists at the level of significance less than 75 %

Model Summary (Export)

| R   | R Square | Adjusted R Square | Std. Error of the Estimate |
|-----|----------|-------------------|----------------------------|
| ,56 | ,32      | ,15               | 680617,97                  |

ANOVA (Export)

|            | Sum of Squares   | df | Mean Square     | F    | Sig. |
|------------|------------------|----|-----------------|------|------|
| Regression | 862279868689,92  | 1  | 862279868689,92 | 1,86 | ,244 |
| Residual   | 1852963259834,31 | 4  | 463240814958,58 |      |      |
| Total      | 2715243128524,23 | 5  |                 |      |      |

Coefficients (Export)

|                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-----------------|-----------------------------|------------|---------------------------|-------|------|
|                 | B                           | Std. Error | Beta                      |       |      |
| (Constant)      | 13396112,74                 | 8018108,80 | ,00                       | 1,67  | ,156 |
| Employment_rate | -162167,74                  | 118862,19  | -,56                      | -1,36 | ,244 |



# Results

- A moderate dependence between the employment rate and the indicators value added and the volume of export of cultural goods and services (0,64)
- But the level of significance is low, just around 55 %. F value is greater than 0,05, so it is recommended to choose another independent variable

Model Summary (Employment rate)

| R   | R Square | Adjusted R Square | Std. Error of the Estimate |
|-----|----------|-------------------|----------------------------|
| ,64 | ,41      | ,01               | 2,54                       |

ANOVA (Employment rate)

|            | Sum of Squares | df | Mean Square | F    | Sig. |
|------------|----------------|----|-------------|------|------|
| Regression | 13,41          | 2  | 6,70        | 1,04 | ,454 |
| Residual   | 19,38          | 3  | 6,46        |      |      |
| Total      | 32,79          | 5  |             |      |      |

Coefficients (Employment rate)

|             | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------------|-----------------------------|------------|---------------------------|-------|------|
|             | B                           | Std. Error | Beta                      |       |      |
| (Constant)  | 77,89                       | 9,19       | ,00                       | 8,48  | ,001 |
| Value_added | -,02                        | ,03        | -,38                      | -,68  | ,545 |
| Export      | ,00                         | ,00        | -,79                      | -1,42 | ,250 |



# Conclusion

- Slovakia belongs to the countries, which reached the lowest share of the cultural goods and services in total foreign trade
- The most globalized sectors according to highest share on the foreign trade and the highest share of employment are the publishing activities (J58-J63), other business support activities (M72, M73) and other professional, scientific and technical activities (M74)
- The moderate positive correlation between the employment rate as the indicator measuring the sustainable development, the volume of export and value added in the creative industries in Slovakia was confirmed
- The linear dependence between these three indicators exists at the very low level of significance (limitation of this research)







Thank you for your attention.

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