

The purple economy in the United States: Reality and horizons

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Abstract:

The purple economy is one of the modern branches of the economy. It adapts with the cultural diversity in the context of globalization and is linked to the cultural dimension in giving the value of the goods and services. Thus, we can achieve a new economic growth that emerges from the dynamic interactions between economy and culture. This study aims at finding a better definition of the purple economy and focusing on its contribution to the sustainable development in USA. Findings show that the purple economy focuses on the cultural values found in the goods and services, creates jobs, and boosts growth. Thus, it helps achieve the social, economic, and sustainable developments.

Keywords: Purple economy; sustainable development; USA.

I- Introduction:

Globalization entered a new phase. With the redistribution of power and wealth, the interests of the developing and underdeveloped countries got their balance economically and culturally. This development requires a new attitude towards the relation between culture and economy because the model of development without culture leads to unifying the products and to the weakness of the content. Globalization grants much potential that creates an interaction and correlation between various dimensions including the economic, social, environmental, and cultural. This leads to sustainability that gives the economy various colors which represent various political economic challenges for maximizing and diversifying the national income and, at the same time, keeping the right of the future generations. The new concept of economy allowed for the integration of the cultural side in the economy and granting it an important position. However, this concept is no more sufficient to describe the world because the culture is not limited to one field. Thus, culture turned into an incentive for all the practices and the engine of all the activities. The cultural diversity is the outcome of the difference of the geographic and human nature from one state to another. The types of culture varied and it took different shapes through time and space which requires research to take advantage of it in the sustainable development and making it a source of inspiration thanks to the cultural print of the economic activities in all the fields. This is what the purple economy calls for. The “purple economy” is one of the recent expressions in economics. It gave a complementary concept to the sustainable development through the focus on the cultural dimension of the goods, services, and consumer. Consequently, the pivotal role of culture emerges as one of the orientations of UNESCO to boost the cultural diversity through calling for reinforcing investment in the cultural capital and integrating it with the social and economic dimensions to achieve a broader concept of sustainable development.

Importance of the research:

The research draws its importance from the importance acquired by the purple economy and the sustainable development which are new concepts in economy and environment. Moreover, the research attempts to cover the expression “purple economy”, its role in the growth of economy, and its development through culture and arts.

Aims of the research:

- Identifying the conceptual frame of the purple economy ;
- Showing the public opinion the importance of the cultural dimension for the societies;
- Showing the extent of the development of the economy thanks to culture and arts;
- Showing the role of the purple economy in the growth and development of the economy of USA.

Problematic of the research:

Based on what has been said, we can raise the following problematic

“to what extent does the purple economy contribute to the development of the US economy through culture and arts?”

In this line, sub-questions emerge as follows:

- What is the purple economy? What are its importance, goals, and dimensions?

- How does the purple economy contribute to the development of the US economy through culture and arts?

Hypothesis of the study:

To answer the above questions, we hypothesize that:

The purple economy plays an important role in the development of the US economy through culture and arts.

Methodology of the research:

In this research, we relied on the analytical descriptive method through presenting the various concepts and describing the positive effect of the culture and arts on economy. Moreover, we focused on USA in the practical section. In this context, the research was divided into two axes as follows:

Axis One: tackled generalities about the purple economy, its concept, genesis, definitions, dimensions, importance, and goals.

Axis Two: the role of the purple economy in the development of the US economy through culture and arts.

2- Generalities about the purple economy:

2-1 The concept of the purple economy:

The purple economy is a new type of the sustainable economy that focuses on the cultural dimension of the society and aims at recovering the political and economic balance of the states relying on the internal environment that manifests in the cultural print of the states. In this line, the reliance is on the local goods and services through integrating the local cultural dimension. This type is linked to the sustainable development through linking the cultural dimension to the three dimensions of the sustainable development, namely the economic dimension, the social, and the environmental.

The purple economy is also the combination of these two paths - promotion of goods and services and adaptation to diversity through culture - that Diver sum referred to in 2011 as the 'purple economy'.

2-2 Genesis of the purple economy:

The notion of the purple economy related to the cultural environment dates back to the international meeting on the purple economy held in Paris in October 2011. There, the economic thinkers tried to look for the links that connect the cultural dimension and the sustainable development. The meeting ended up with recommendations about the necessity of cultural diversity and for making it a priority for the success of the local investments based on the hypothesis inspired from the adaptation to the established cultural diversity.

The dynamic and virtuous articulation between the economy and culture invites us to see in culturalization a field of opportunities and responsibilities. Along with the green economy (which integrates the ecological footprint) (Bousbia, boussouak, & djedidi, 2022, pp. 4-6) and the social economy (which integrates the social footprint) (Zarfawi & Zarzour, 2021, p. 230), the purple economy, which integrates the cultural footprint, is destined to constitute the third pillar of the transition that is taking shape towards a way beyond purely quantitative growth (LAOUEL & CHENINE , 2020, p. 4) and (Meziane , 2020, p. 12).

2-3 Definition of the purple economy:

The purple economy focuses on the new commercial opportunities in a highly competitive environment (Ratten, Jones, Braga, & Marques, 2019 , p. 36). It is that branch of economy that adapts to the human diversity in the context of globalization and is part of the cultural dimension in the evaluation of the goods and services (Salgues, 2018, p. 229). Toronto defines it as a qualitative activity that covers all what we do to preserve our world and reform it so that we can live as long as possible. This world covers our bodies, selves, and environment. We all seek overlapping in a complex and sustainable net of life. The purple economy is an alliance between the economy and culture, to humanize globalization to reconcile economic development with sustainability. (OUADI & OUAIL, 2022, p. 473). The Purple Economy refers to the inclusion of cultural aspects in the economy. It refers to an economy that adapts to human diversity in a globalised world and builds on the cultural dimension to give value to goods and services.

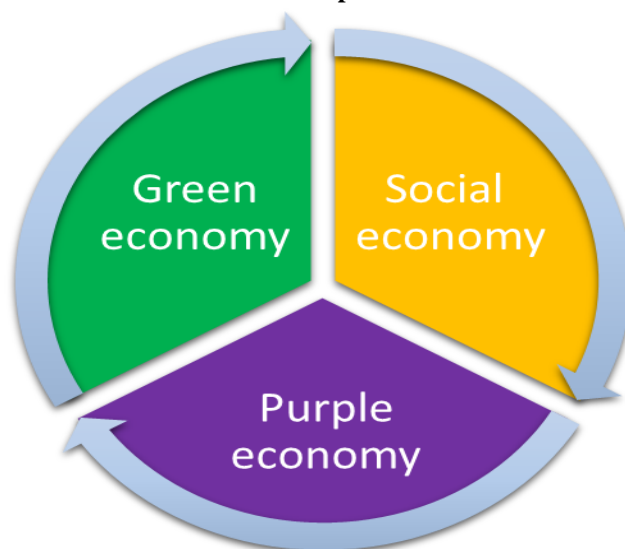
The purple economy is a multidisciplinary and multifaceted economy that enriches all commodities And services by making use of the cultural dimension inherent in each sector, as it focuses on the growing importance of culture (Medjdoud , 2020, p. 14).

In other words, the purple economy points to considering the cultural sides in the economy (Bouchier, 2013, p. 13). It aims at enriching the cultural diversity through insisting on the ability of the human to give globalization a human face and strengthen a new development with ethical, sustainable, and cultural dimensions (Tobelem, 2013, p. 57), the purple economy is defined as the economy linked to the cultures of societies, and it has the property of adapting to human diversity and the cultural level and awareness of each individual in society, and given the cultural differences from society to society and from one person to another, which in turn determines the level of consumer response by the consumer (Mechikel & Ouddane , 2022).

Besides, it is defined as a coalition between economy and culture to add the human nature to the globalization and harmonize the economic and sustainable developments. It is a promising field because it is a model based on the cultural development to get out of the economic crises, orient the future economy, and renew the productive activities. The contribution of the purple economy in creating the rich varying cultural environment makes it pivotal in the achievement of the development and well-being (Sayah, 2022, p. 6). The purple economy is one of the three components of the sustainable economy all along with the social and environmental. The environmental economy (the green economy), as its name indicates, refers to the issues of the environment while the social deals with the issues of the society. As for the purple, it is an economic field that contributes to the sustainable development through the valorization of the cultural return of the goods and services. The purple economy considers and focuses on the cultural dimension. It is different than the culture economy that is a sector per se. We notice the relation between the cultural dimension and the sustainable development because the economic dimension that was evaluated and revised is backed up by the social dimension. Moreover, the green economy supports the sustainable development and, thus, all the dimensions aim at the achievement of justice and the continuous research for the quality of the services with consideration of the environmental dimension. However, according to the purple economy, the sustainable development is achieved through the integration of the above mentioned dimensions with a

cultural print based on the traditions of the region. The following figure shows the overlap between the purple economy and the sustainable development. The purple economy is one of the components of the sustainable economy all along with the social and economic sides and the green economy, as the following figure and table show:

Figure (1): Relationship between the Purple Economy and the components of sustainable development



Source: Designed by the author based on previous information

Table (1): Purple Economy and Green Economy: Parallels and Complementarities

Complementarities	Green Economy	Purple Economy
A response to ... <i>and also a response to the economic crisis and jobless growth through</i>	the environmental crisis; aims at sustainability of provisioning by nature Green Jobs	the crisis of care; aims at sustainability of provisioning by caring labor Purple Jobs
Acknowledges that beyond consumption of commodities, human well-being depends on access to	healthy ecosystems	universal quality care
Accounts for	the value of nature	the value of unpaid care work
Suggests to internalize into the (market) economy	environmental costs	the costs of caring labor
Aims at elimination of ... through redistribution of costs	intergenerational inequalities	inequalities by gender, class and origin
Calls for a reordering of priorities ...	from consumption to nature	from consumption to nurture
And...	from GDP growth to sustainable and inclusive growth (or even de-growth)	

Source: Ilkkaracan, I. (2016). “ The purple Economy Complementing the Green: Towards Sustainable and Caring Economies “. on “*Gender and Macroeconomics: Current State of Research and Future Directions*”, New York, 9 March: Levy Economics Institute and Hewlett Foundation Workshop, p. 9.

2-4 pillars of the purple economy:

The purple economy is based on four 04 pillars as follows:

- An international structure for protection and social care;

- The organization of a fair labor market that guarantees the equality in the professional life between the two sexes;
- Providing the infrastructure and the material requirements of the social care to meet the needs of the rural societies;
- Organizing the environment of the macroeconomy of environment and education which are pivotal goals (Sayah, 2022, p. 7).

2-5 Aims of the purple economy:

The aims of the purple economy can be summed up mentioning:

- Considering the cultural dimension in the achievement of the institutional success;
- Achieving the economic diversity thanks to the excellence in the other economic sectors such as tourism;
- Solving problems to face the causes of the recurrent economic crises;
- Globalizing the culture through the protection and transmission of the traditions and values and spreading them internationally;
- Maintaining the society's traditions and promoting and making known the local culture.

The complementarily with the sustainable green economy and the social economy through the use of the local sources in the production of the environmentally friendly goods (Sayah, 2022, p. 8), (Gagnon, 2016, pp. 1-12) and (Ben Malem, 2019, pp. 44-45).

The contribution of the purple economy to the creation of a rich and diverse cultural environment makes it central to the achievement of the goals of progress, well-being and sustainable development.

2-6 Importance of the purple economy:

Its importance lies within the following points:

- Many economic thinkers and researchers see that the economic crises resulted from the marginalization of the cultural dimension of each country;
- The developed countries such as France, USA, and Japan seek improving the consumption styles and integrating them with the various material and cultural characteristics;
- There is an urgent need to create cultural trend for each country so that the companies can recognize the requirements needs for supporting this trend;
- Specialists see that the economic diversity is related to the cultural credibility of the introduced goods and services;
- The economic companies are a tool for transmitting, promoting, and preserving the local culture;
- The purple economy works to diversify the national economies of the developing states which highly rely on the oil. It helps support the local and international economy (Ben Malem, 2019, p. 44).

The purple economy is a model developed in Europe, based on the principle that culture can be used to reconcile economic development, social and environmental responsibility and sustainability. (HAMHAMI & SMAHI, 2021, p. 394).

2-7 Characteristics of the purple economy:

The purple economy is characterized with its inclusive nature that exceeds the valorizations of the goods and services because it relies on the culture resulting from the human dimension which, in its turn, results from the multiplicity of the cultures and differences of social traditions and civilizational orientations which require targeting many social categories according to their cultural belonging mainly in the light of globalization and the technological development that made the world a small village.

3-The role of the purple economy through arts and culture in developing the US economy:

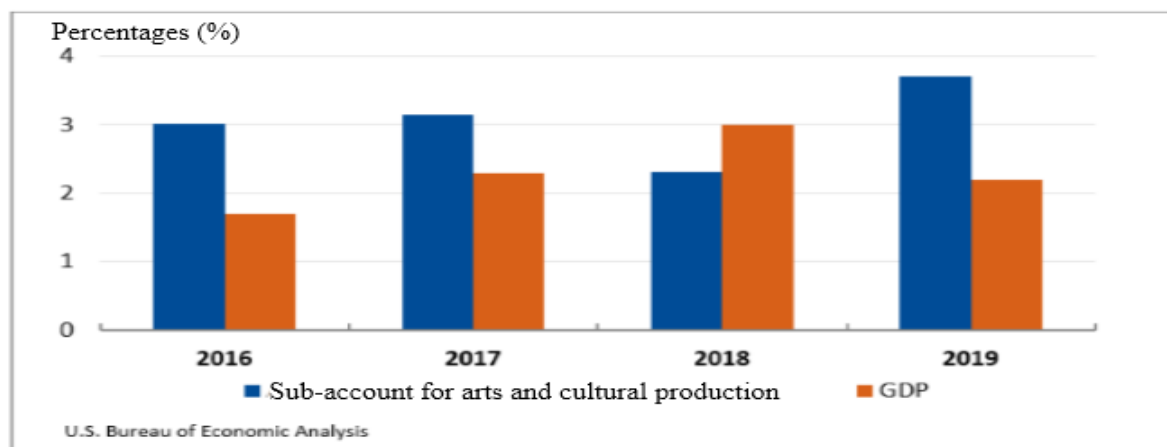
Economy established itself in the field of culture and arts. The creative economy is one of the engines of the contemporary economies. The value of the international creative goods increased with more than the double between 2002 and 2015 from 208 billion USD to 509 billion USD. It is one of the fastest developing sectors worldwide because it creates around 30 million jobs worldwide mainly for young people of 15 to 29 years old compared to any other sector. The nature and range of the investment indices in industry may vary from one country to another. However, they are recognized internationally by the member states as a real engine for the economic development and have an increasing support by the international development partners. The International Fund of Cultural Diversity supports many providers for the sustainable measures in this field. Since 2010, it funded 105 projects in 54 developing and underdeveloped countries with a sum of 7.5 million USD. The effect of the creative and cultural industries widened internationally as the countries work to use the potential of the sector through the target policies. For example, Columbia witnessed an increase in the value of its creative and cultural industry from 6.2 billion USD in 2010 to 8.2 billion USD in 2017 which represents an annual growth ratio of 5.5%. The free work in the field of arts and culture represents about half of all the jobs in Netherlands and Italy. Generally, these workers work in many cultural fields or related industries. This is the case for 53% of the professionals in the European and Latin American companies. Culture generates around 2.6 million jobs (L'économie créative sur le devant de la scène, 2021). This contributes to reducing unemployment and achieving the social development.

3-1 The positive effects of the purple economy on the development of the US economy:

Arts and culture play an important role in the economic activity in USA. The ratios of the value added to the GDP through the cultural and artistic production is almost 5 times the added value of the agricultural sector. Arts and culture add about 60 billion USD to the US economy more than construction and 227 billion USD more than transportation and storing.

The secondary account of the artistic and **cultural** production issued by the US Bureau of Economic Analysis shows that the artistic and cultural economic activity increased with 3.7% in 2019 after it had increased with 2.3% in 2018, as the following figure shows (Figure 02):

Figure (2):: Real added value of artistic and cultural production compared to GDP

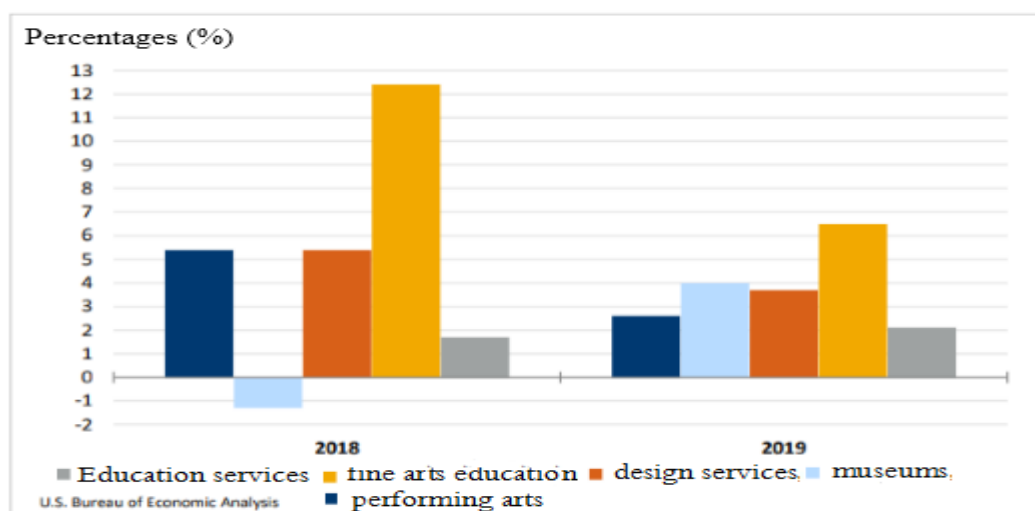


Source: (Orozco, A., Panek, S., & Aversa, J. 2021. p. 1)

Arts and the cultural economic activity represented 4.3%, or 919.7 billion USD, of the GDP in 2019. The basic productions of the arts and culture that include the performances, museums, design services, beaux arts, and education services increased with 3.2% in 2019. Moreover, the subvention on the artistic and cultural productions which cover the information services and arts increased with 3.9% in 2019. The information services were the main contributor to the total growth with 4.4% in the artistic and cultural production nationally in 2019 followed by the design services. As for the theatrical arts, the added value increased with 2.6% in 2019 and 5.4% in 2018. The main contributor was the artists, writers, and the freelance performers.

- Museums increased with 4.0% in 2019 after a decrease of 1.3% in 2018;
- As for design services, the added value reached 3.7% in 2019 compared to 5.4% in 2018;
- Education of the beaux-arts increased with 6.5% in 2019 compared to 12.4% in 2018;
- Services of education increased with 2.1% compared to 1.7 in 2018, as the following figure shows:

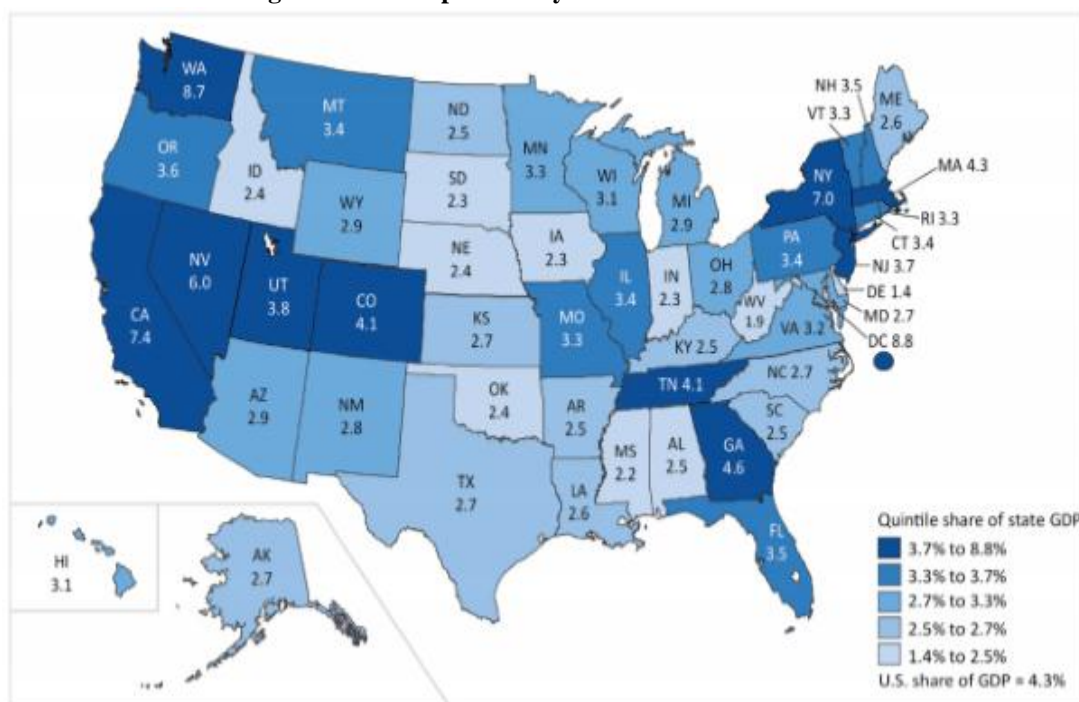
Figure (3): The real added value of the basic arts and cultural production industries



Source: Orozco, Panek, & Aversa, 2021, op-cit, p. 2.

Regarding the nominal added value, it increased with 4.4% in USA in 2019. The information services were the main contributor to this increase. These services cover the internet and publication industries. The basic arts and the cultural productions increased with 3.4% to reach 201.5 billion USD. The main contributors included the design services and performances. The subvention on the cultural and artistic industries increased with 4.8% in 2019 to reach 696.0 billion USD. The information services were the main contributor to the increase. In 2019, the nominal added value of the cultural and artistic industries increased in Columbia save West Virginia and Wyoming. The ratio of change in the added value of the cultural and artistic industries in all the states was 10.5% in Washington to 5.0% in Wyoming. Washington recorded the highest increase in the added value while the retail and publication industries were the main contributors to the increase of the added value. As for Columbia province, the share of the culture and arts of the GDP was 8.8% to 1.4%. In Delaware, the share for all the countries was between 2 to 5%. The province of Colombia, Washington, California, New York, and Nevada were the only zones where the share of the culture and arts of the GDP exceeded 5%. (Orozco, Panek, & Aversa, 2021, p. 3), as the following figure shows:

Figure (4): Contribution of the value added of the core arts and cultural production industries to the gross domestic product by state in the USA for 2019



Source: Orozco, Panek, & Aversa, 2021, op-cit, p. 3.

Six states, namely Washington, California, Nevada, Iowa, Georgia, and Massachusetts, noticeably exceeded the average of the national growth estimated at 5.6% in 2015-2017 (Victoria Hutter, 2020), as the following Tale shows:

**Table n°2: Average Annual Growth Rate of Arts and Cultural Value Added
2017 (in Millions)**

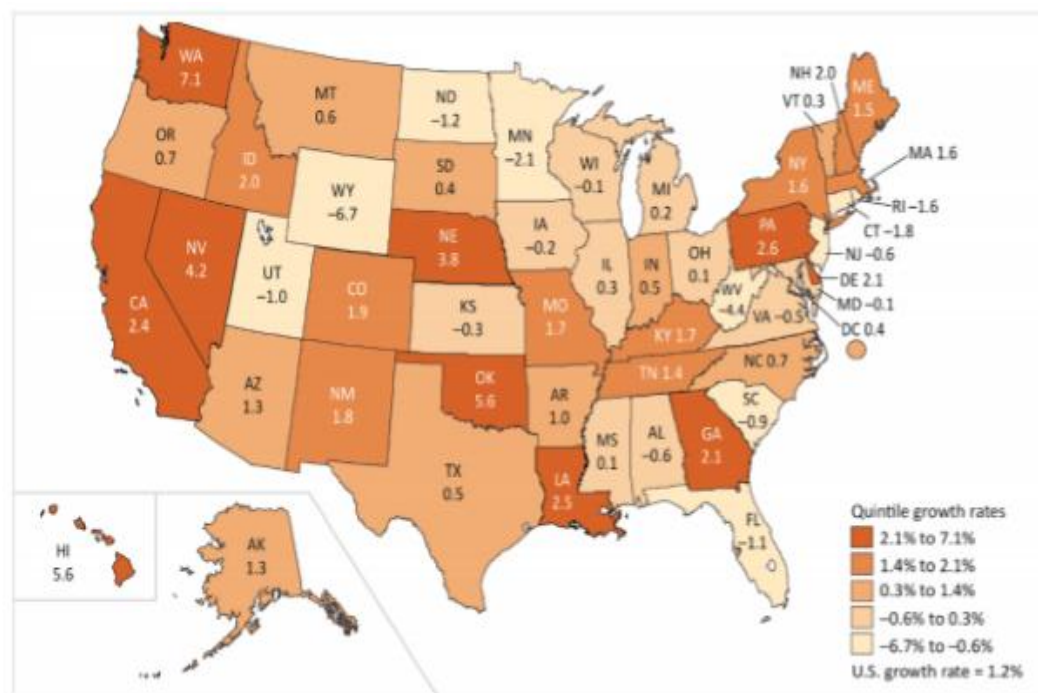
States	Value added	Average annual growth rate (in millions)
United States of America	5.6%	\$877,809
Washington	13.7%	\$44,303
California	9.9%	\$230,298
Nevada	9.4%	\$8,738
Iota	8.6%	\$7,214
Georgia	7.6%	\$24,407
Massachusetts	7.2%	\$25,805

Source: Designed by the author based on (Victoria Hutter, 2020)

3-2 The contribution of the cultural production to the employment:

The cultural and artistic labor force in USA increased with 1.2% in 2019 as the total of the artistic and cultural jobs reached 5.2 millions. This labor increased in 35 states and the province of Columbia. The rate of change in the artistic and cultural jobs in all the states was between 6.7% in Wyoming to 7.1% in Washington.

**Figure (5): The rates of change of artistic and cultural workers in the United States of America
for the year 2018-2019**



Source: Orozco, Panek, & Aversa, 2021, op-cit, p. 3.

Moreover, Washington has 185741 jobs in arts and culture which represent 5.0% of the total jobs in USA. The rate of the artistic and cultural reimbursements in USA increased with 3.9% in 2019. The reimbursement increased in 47 states and in the province of Columbia. The change in percentage in the artistic and cultural reimbursements in all the

states was between 13.1% in Washington to 5.7% in Wyoming (Orozco, Panek, & Aversa, 2021, p. 3).

The non profitable arts industry generated 166.3 billion USD of the economic activity in 2015, 63.8 billion USD of the expenditures by the artistic and cultural organizations, and an additional 102.5 billion USD in the expenditures related to the event by the audience. This activity supported 4.6 million jobs and generated 27.5 billion USD of the revenues for the local governments, the governments of the states, and the federal governments (a return that highly exceeds 5 billion USD in the appropriations of the arts).

3-3 The revenues of the arts and cultural production since 2019:

In 2019, the economic activity in the sector of arts and cultural production witnessed an increase. We can sum up the revenues of the arts and cultural production since 2019 mentioning:

- The production of the artistic and cultural goods and services in USA directly added 4.3% to the GDP; almost 919.7 billion USD;
- This amount is higher than the value added by the industries of construction, transportation, storing, metallurgy, and agriculture;
- The labor of the artistic and cultural productions reached 5.2 million workers while the reimbursements reached 447 billion USD; this does not cover the art professionals who work for their accounts;
- In 2017, 2018, and 2019 the valued added to the GDP from the cultural and artistic productions increased with 3%; a bit higher than the US economic growth rate as a whole. The pioneering growth industries include the publication on YouTube, Web broadcasting (+11.8%), teaching the beaux-arts (+9.8%), and the services of the landscape architecture (+7.8%);
- Arts continue generating a widening commercial surplus which redoubled 10 times from 2006 to 2019 to reach more than 33 billion USD (National Endowment for the Arts, 2021).

For instance, thanks to the festivals and forums of SXSW in 2019, Osteen (Texas, USA) achieved 355.9 billion USD of revenues compared to 350.8 billion USD in 2018 and 317.2 billion USD in 2015. This includes the effect of the audience (the spent amounts) on the official events of the holders of badges and souvenirs, the employment effect of the festivals, the current expenditures of SXSW organization, and the consumer effect (expenditures by the holders of the guest permission and the official parts) (OECD, 2020). From what has been said, we can say that the purple economy contributes to the development of the US economy through recording high and continuous growth rates, creating job opportunities, contribution to the GDP, diversifying the economy, and attracting the hard currency. Thus, the previously set hypothesis is accepted.

Conclusion:

The purple economy is one of the modern colors of economy. It confirms the necessity of giving a cultural side to the economy. It adapts to the human diversity in the context of globalizing focusing on the cultural dimension of the valorization of the goods and services through setting a functional complementarity between the dimensions of the

sustainable economy with a cultural print that allows many states to make known their local goods and services. Moreover, it contributes to creating jobs and encourages the economic diversity through targeting it.

The horizontal and vertical trends complement each other. The purple economy in USA allowed increasing the GDP to 919.7 billion USD. Thus, it is higher than the added value from the industries of construction, transportation, storing, metallurgy, and agriculture. The employees in the artistic and cultural industries are 5.2 million workers. The reimbursements of this sector are 447 billion USD. This number does not cover those who work for their own accounts in the field of arts. In 2017, 2018, and 2019, the valued added to the GDP from the artistic and cultural production redoubled 03 times; a bit higher than the US economy growth rate. Besides, it contributes to generating a widening commercial surplus which redoubled 10 times from 2006 to 2019 and reached 33 billion USD.

Recommendations of the study:

- Employing the modern communication tools such as Facebook, Twitter, and YouTube in the trade and marketing of the cultural products such as the cinema tickets and electronic booking to create competitiveness and help the cultural diversity;
- The states that want to diversify their economies must rely on the purple economy as one of the main strategies;
- The interaction with the cultural elements thanks to the purple economy makes it possible to provide more human and attractive solution that adapt with the various target contexts;
- At a time when ecological constraints have never been so strong and when demographic change calls for new resources, it is time to combine economic efficiency and cultural intensity, social ties and preservation of the planet.

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