

**FACTORS INFLUENCING THE IMPACT OF ART ON LIFE SATISFACTION
IN THE POPULATION WITH HIGHER EDUCATION
IN SOUTHERN ROMANIA**

Iuliana COMAN¹
Niculae MIHAIȚĂ²

Abstract

The objective of the study is to evaluate the association between art consumption, personal convictions and the level of life satisfaction among the population in the south of Romania. The data were collected in an experimental survey of 120 people living in the south of the country. The data were analyzed using Excel Microsoft Office, SPSS and include descriptive results, tables and charts.

The results show that most of the respondents (89%) consider that they have a fulfilled life, and the level of life satisfaction is influenced in a small or medium degree by the consumption of art or by the convictions regarding the impact of art on the life of the individual and society overall. The most powerful associations are those between the satisfaction level of life and the consumption of arts other than those commonly encountered (Cinema, Music, Theater, Literature). Personal beliefs about the influence of art on the individual or society influence the level of life satisfaction as well.

Keywords: variables within the interrelationships, the consumption of art, the impact of convictions.

1. Introduction

Within the 2016 Cultural Barometer, the tendency manifested at international level to evaluate the impact of art in the social and economic environment is analyzed. According to the studies mentioned in the presentation of the Cultural Barometer, studies organized in France or Canada, art has a strong influence in society, developing the independence of individuals, expanding the capacity of knowledge, developing the understanding and the ability to act. Also, art participates in building social cohesion and developing society by encouraging civic participation. However, according to the study, at national level the impact of art on the population of our country is quite small: “The results highlight the relationship of dependence between the level of cultural infrastructure, the level of cultural consumption in the public space and the perception of the social impact of the culture. Although the level of infrastructure at national level is relatively high, in some areas this structure is deficient and decreasing in the last period, the level of cultural consumption is low, as is the social impact perceived by the population. A possible explanation is related to the quality of the cultural offer, which depends to a greater extent on the capacity of cultural

¹ Iuliana Coman, PhD Candidate, Economic Cybernetics and Statistics, Bucharest University of Economic Studies, iuliana.coman.ards@gmail.com

² Niculae Mihaiță, Professor, Bucharest Academy of Economic Studies, niculae.mihaita@csie.ase.ro

management, on the number and quality of the specialists who work in cultural institutions and on the degree of endowment with cultural equipment." (Croitoru, Becuț, 2017, 11)

The need to identify the potential of art to influence the social and economic environment becomes apparent here. This evaluation of the capacity of art to influence life satisfaction can also be quantified by micro-level analysis, by in-depth analysis on small groups. That is why in this experimental survey we aimed to identify the influence that art has on the population with higher education in the south of Romania. We opted for this target group because the high level of education implies a consistent exposure of this segment of population to the interaction with art and thus allows a deeper analysis of the impact of art on the population.

2. Literature reviews

The analysis of the specialized literature has highlighted some of the main fields of analysis regarding the impact of art. Lev Tolstoy defined art as the activity by which a person, who has experienced an emotion, intentionally transmits it to others. Starting from this definition we can consider that art began with first humans, and constantly participated to the evolution of society. In order to have a fairer analysis of the impact of art on the individual life and on society, the scientific studies carried out in the last years to define the structure of the questionnaire of this study have been used.

The research regarding the impact of art on the level of life satisfaction includes the analysis of the impact of the following main factors, defined as pillars of this research:

2.1. Material and demographic factors

In assessing the degree of influence of art on individuals and on society, we considered the impact of demographic variables: age, education, gender, income, but also the presence of art in the respondents' lives.

2.2. Impact of art consumption on art users and on society in general

This chapter takes into consideration the impact that art can have on art consumers, from the perspective of those who have assumed the presence of art and have allocated the resources necessary for its acquisition, regardless of form or domain.

2.3. Factors related to the perceptions and beliefs of the population

The assessment of the degree of life satisfaction, as well as the impact of art on individuals are influenced by the perceptions and beliefs of the respondents regarding the usefulness and influence that art can have on individuals and societies, which is why in this analysis a chapter dedicated to these factors was included.

3. Methodology

The following illustration is an academic quantitative study. It is based on experimental plans such as the factorial experiments 2^3 , three factors at two levels each, which is why the processing uses dichotomous variables. Because the population surveyed is a sample obtained by the desire of some interviewees to answer a questionnaire and is not a research based on the survey theory, it does not have statistical guarantees.

This academic quantitative study is an example of robustness in the simplest approach possible starting from the statistical instrumentation of the percentages of contingency tables of the dichotomous variables found in planes and hyperplanes of interaction or indifference. The method used to identify the

relationships between factors was the Chi Square method, the Association test, Chi, Hi or X2, Cramer's V test.

The test was introduced by Karl Pearson (1857-1936) in 1900 and allows the verification of the hypothesis of association between the answers obtained from two different questions, answers obtained by applying a questionnaire and comment goodness of fit comparison with homogeneity or independence created by the dichotomy of variables' alternatives.

We used the contingency tables organized as factorial experimental plans with X, Y, Z of the results by intersecting the answers to two questions X with the alternatives X_i , where $i = 1, 2$ placed as rows (r) of the table, and Y with the alternatives Y_j , with $j = 1, 2$ placed in columns (c) of the same table and Z as control/intervening/conditioning variable with the Z_k alternatives where $k = 1, 2$.

		Life Fulfilled		
		Not entirely	Total Agreement	Grand Total
The Presence of Art in Life of respondent	Agreement	19	29	48
	Partial Agreement	33	14	47
	Disagreement	19	5	24

Table 1. Example following this contingency table

This example illustrates the existence / absence of statistical guarantees. The number of respondents here exceeds one hundred, it is 119 so we can make percentages only in the Grand Total category. For other categories, where those satisfied with life are below one hundred (almost half, 48 respondents), or "not entirely", 71 respondents commented on the results according to the data in the following tables.

		Life Fulfilled		
		Not entirely	Total Agreement	Grand Total
The Presence of Art in Life of respondent	Agreement	40%	60%	100%
	Partial Agreement	70%	30%	100%
	Disagreement	79%	21%	100%

Table 2. The statistical instrumentation of the percentages for the table rows

Six out of ten people satisfied with life said they appreciate the presence of ART in life and four out of ten partially satisfied with life were of the same opinion.

In disagreement with this opinion were two or three out of ten people satisfied with life and seven or eight of those partially satisfied with life.

		Life Fulfilled		
		Not entirely	Agreement	Total
		100%	100%	100%
The Presence of Art in Life of respondent	Agreement	27%	60%	40%
	Partial Agreement	46%	30%	40%
	Disagreement	27%	10%	20%

Table 3. The statistical instrumentation of the percentages for the columns of the table

Regardless of the state of contentment / dissatisfaction in life, 40% of respondents accepted the presence of ART in life; in the so-and-so category 40% and 20% did not consider the ART needed in life.

As in the previous table, six out of ten interviewees satisfied with life considered that the presence of ART in life is necessary and only ONE in ten of those satisfied with life disagreed.

In the category of the dissatisfied with life, almost three out of ten considered ART to be necessary in life and also three out of ten, unnecessary; almost half of the dissatisfied life group does not tilt the balance of opinions!

Let's focus on the data of the first table in conjunction with the third. The number of those who were satisfied with life and appreciated the presence of ART in their life is twice as great as those who were satisfied with life but appreciated the "so-and-so" presence of art in life.

According to Pearson Chi-square Association test of the presence of ART in life satisfaction (Life OK) compared to those who consider "so-and-so", for "Life ok" the chances doubled, according to the report 29/14 or 60 % / 30%. So, the risk of failing is 2/1 (Odds). In percentages, according to Pearson, Odds / (1 + Odds) is $2/3 = 67\%$.

Compared to the first category (completely satisfied), the "so-and-so" contents are only half, so the risk of their association with ARTA is $14/29 = 0.56$, approximately half. In percentages, according to Pearson, Odds / (1 + Odds) is $0.56 / 1.56 = 36\%$.

According to Pearson, the magnitude of ART's association with life satisfaction (Life OK) is the risk ratio above, $\{2 [\text{necessary when Life OK}] / \{0.56 [\text{Art is ok when Life OK}]\} = 3.6$ and in percentages, Odds / (1 + Odds) = $3.6 / 4.6 = 78\%$.

Col.1	2	3	4	5	6	7	8
The ART	Life OK	partially	Total	pr.risk I	pr.risk II	Odds	percents
Necessary	29	19	48	60%	40%	2.03	67%
Art is ok	14	33	47	30%	70%	0.56	36%
Total	43	52	95	Odds	ratio	3.60	78%

Pearson **Measures of the magnitude of association and influence.**

Column 8 presents a first conclusion: ART is "necessary" compared to "Art is ok" very well associated with the satisfaction in life, chances (Odds) being 2.03 higher than "Art is ok" with a probability of 67% from 78%, while "Art is ok" has chances less than 50%, precisely 36% and suggests that the association is made with the alternative "partially". To verify this assumption, we have this sequence of calculations regarding the magnitude of the association of opinions about art and life.

Col.1	2	3	4	5	6	7	8
The ART	Partially	Life ok	Total	pr.risk I	pr.risk II	Odds	probable
Art is ok	33	14	47	70%	30%	1.77	64%
Necessary	19	29	48	40%	60%	0.49	33%
Total	52	43	95	Odds	Ratio	3.60	78%

Pearson **Measures of the magnitude of association and influence.**

Conclusion: a good association of the alternatives of the influence of ART on the satisfaction in LIFE

Necessary	Odds	2.03	times >	than	Art is ok	for	Life ok	67%
Art is ok	Odds	1.77	Times >	Than	necessary	for	Partially	64%

A new question: LIFE' SATISFACTION could/must be associated with ART' NECESSITY? The answer is obtained by using the above methodology over data from the transposed contingency tables. And that is following:

Life ok	Odds	1.85	times >	than	Partially	For	necessary	65%
partially	Odds	1.95	Times >	Than	Life ok	For	Art is ok	66%

Yes, if you are satisfied with life art is a necessity; if you are partially satisfied with your life ART is ok!

From the Chi-squared analysis, which follows in point 4.2, we present the results and a conclusion related to the supposed relationship between satisfaction in LIFE and ARTA. Namely the actual values in columns 1-4 and the expected values in columns 5-8 in the Ho hypothesis, the lack of relationship / influence.

Col.1	2	3	4	5	6	7	8
The ART	Life OK	partially	Total	The ART	Life OK	partially	Total
Necessary	29	19	48	Necessary	21	27	48
Art is ok	14	33	47	Art is ok	22	25	47
Total	43	52	95	Total	43	52	95

The calculation commented on in point 4.2 of this communication results in a Chi-Square Test of 8.99 and corresponds to a possible weak to moderate influence. A total of eight respondents out of 95 if asked again, after attending an event in their cultural or social life, may overturn the comments made above, which show the relativity or lack of statistical guarantees for the samples that do not comply with the procedures imposed by Theory of social surveys and surveys.

4. Result and Discussion

4.1 Generalize data of interviewer, according to the perception population separate by factors

4.1.1 Material and demographic factors:

For presenting our sample of respondents, from demographic point of view it can be said that most of the respondents, nearly 8 (eight) out of 10 (ten), are at least 39 years old; more than 50% of respondents graduated higher education and a third graduate a Master or Doctorate programs.

Most of the respondents, 70%, expressed their disagreement or partial agreement regarding the fact that they have a materially comfortable life, and 30% expressed their total agreement regarding the materially comfortable life.

Eight (8) out of ten (10) respondents considered that art was present in their life four with partial agreement and four with total agreement.

One third of the respondents had incomes between 2000 and 4500 RON, and also one third between 4500 and 9000 RON, less than a quarter had incomes greater than 9000 RON.

4.1.2 The impact of art consumption on consumers and society in general

As a result of our research we observed that Cinema is one of the most used forms of art in the South of Romania. It must be mentioned that nowadays movies, in this case the cinema, is also accessible by TV or Internet. This is one of the reasons why all participants considered that movies or cinema are present in their life, in different frequencies.

The frequency of consuming different forms of art is as follows:

- 18% of the respondents went to the theater monthly, 69% went occasionally and 13% do not go to the theater.
- 33% of the respondents read literature daily, 38% weekly, 9% monthly, 20% occasionally or not at all.
- 75% of respondents reported listening to music daily, 14% weekly and 11% occasionally.
- 8% of the respondents visited an art gallery daily, or consumed another form of plastic arts, 9% weekly, 10% monthly, 50% occasionally and 23% not at all.
- 27% of the respondents consumed or had weekly access to other art forms than those listed above, 76% occasionally or not at all.

Analyzing the differences between the behavior of women and men, we observed they have a very similar frequency of consumption, the only difference which we can emphasize is that women prefer more literature and men prefer cinema. 9 out of 10 women respondents read literature with an at least monthly frequency, and 7 out of 10 men respondents read literature with a frequency at least monthly. When we analyze the frequency of consume for cinema, we can see 6 out of 10 man are going to the cinema with a monthly frequency, and 4 out of 10 women went to the cinema with a at least monthly frequency.

4.1.3 Convictions and beliefs of the population

Studies conducted in recent years have highlighted the influence of culture, psychological factors and beliefs or convictions on the behavior of consumers from different areas of the world or different fields of activity.

An example in this respect is represented by the study published by Eleonora Pantano, (2011) "Cultural factors affecting consumer behavior: a new perception model" which aims to assess the influence of culture on the behavior of consumers of local products in the Calabria area. Here is one of the conclusions of the study: "The results of this research show to what extent the cultural components affect the process of product perception. Such strategies, aiming at the promotion of the Calabrian territory through the valorization of its specificities, may do well to focus on the message that local products have an ancient historical and cultural value as they originate directly from the Greek colonization's period." (Pantano, 2011). The conclusion of the study underlines the major influence that culture can have on the behavior of consumers of local products and recommends to companies that activate in this field an adaptation of marketing strategies by focusing on the cultural value of their products and the connection between products and the area where they are produced and sold.

Another recent analysis regards the influences of the psychological components. Catherine L. Bachleda and Asmae Bennani published the article: "Personality and interest in the visual arts" about the influence of psychological profiles on art consumers - and the results can be considered surprising, showing that the strongest influencers on the behavior of the art consumer in Morocco were not education and income, but two personality traits, namely: sensation seeking and openness: "The results of this study suggest that sensation seeking and openness are the most useful personality traits for understanding interest in the visual arts. Moreover, these two variables are more useful than the demographic variables of income and education." (Bachleda, Bennani, 2016)

In our research we analyzed some of the convictions and beliefs which have an important influence on the level of life satisfaction. Most respondents from our research, 8 (eight) out of 10 (ten), expressed their total agreement on the usefulness of ART and more than 6 (six) out of 10 (ten) respondents expressed total agreement regarding the influence of art on their lives. More than half of the respondents affirmed firmly that they consider art to influence the life of society and 6 (six) out of 10 (ten) of sample's members consider that art participates to the consolidation of society.

Artwork also can change the life of an individual, with 76% of respondents expressing their agreement that an artwork can influence the life of a society.

The incontestable capacity of art and artwork to influence the life of society and of individuals was also presented in the study moderated by de Diana Sorensen, Dean of the Departments of Art and Humanities at Harvard University. One of the aspects highlighted in this study is the impact of W Eugene Smith's Photographic Documentary, published in Life magazine in 1972 on the victims of mercury infestation of a region of Japan in the 1950s - 1960s. The photograph of Tomoko, a woman severely deformed by poisoning with mercury in her mother womb, while being bathed by her mother, is certainly extremely disturbing. "The photographer did not save Tomoko's life, but prevented countless other people from confronting themselves with a similar fate," he says in the same article. (Diana Sorensen, Dean of the Departments of Art and Humanities at Harvard University, Advancing Fields of Knowledge, Harvard Web Publishing.) This case highlights the unquestionable ability of art to influence both the individual and society. Going back to our research, 76% of respondents affirmed their conviction that works of art influenced the behavior of society/community, and 74% of respondent considered that art can influence the economic environment as well.

4.2 Influence of art on the level of life satisfaction.

The methodology for identifying the potential relationships follows the methods presented in references and computed using EXCEL and SPSS User's Guides.

1. Formulation of the null hypothesis H0, which states that between the two variables-segmentation questions there is no causal link or association;
2. Choosing the significance level or threshold α and calculating the number of degrees of freedom of the table according to the formula $(r-1)(c-1)$; based on these data, one assumes from the table of distribution χ^2 its value, theoretically (index t);
3. Calculating the expected theoretical frequencies (expected, in case of a homogeneity test), according to the following formula:

$$\theta_{ij} = \frac{(\text{total linia } i \times \text{total coloana } j)}{\text{total general}} = \frac{T_{i.} * T_{.j}}{T_{..}} ;$$

4. Calculation of χ^2 (index c) using the formula:

$$\chi_c^2 = \sum_{i=1}^r \sum_{j=1}^c \frac{(x_{ij} - \theta_{ij})^2}{\theta_{ij}}$$

5. χ^2 is compared with the one obtained from the distribution table χ^2 as follows:
 - if χ^2 calculated $> \chi^2$ theoretical, the null hypothesis is rejected and therefore there is an association or potential relationship between the studied segmentation variables;
 - if χ^2 calculated $< \chi^2$ theoretical, the null hypothesis is accepted and therefore there is no association or potential relationship between the studied segmentation variables.

After identifying the existence of the association between the segmentation variables, we used the Cramer's V test to verify how strong the connection between the two variables is.

$$V = \sqrt{\frac{\chi^2}{(N)\text{Min}(r-1, c-1)}}$$

The scale of values that Cramer' V can have is the following:

(0 – 0.10]	(0.10 – 0.3]	(0.3 – 0.5]	(0.5 – 0.7]	(0.7 – 1]
There is no association	weak association	Moderate association	Strong association	Very strong association

5. Relationships between the identified factors and the level of life satisfaction.

The results of the research after applying this method are shown below.

Following the interviews conducted in the population from the south of Romania, 40% of the respondents expressed their complete agreement that they have a fulfilled life. 49% of the respondents expressed partial agreement regarding the fulfilled life and 11% expressed disagreement regarding the fulfilled life. Situation shown in the graph below (figure 1.)

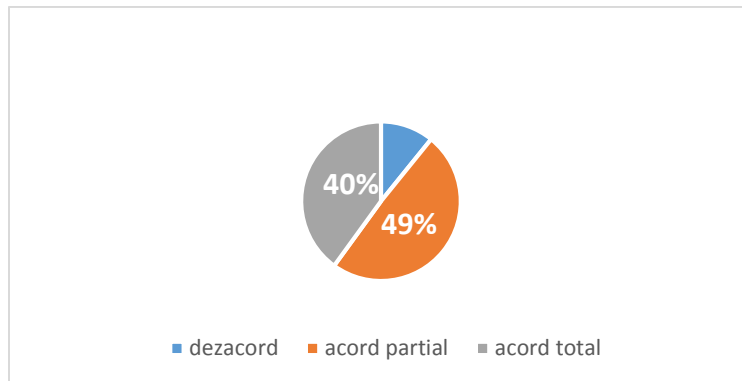


Figure 1 Satisfaction level of life.

As we mentioned before, in the analysis we considered the following factors that can influence the level of life satisfaction: material and demographic factors; factors related to personal beliefs regarding the impact of art and the impact of the artwork on the society and the individual; the influence of the frequency of consumption of art (in different forms) and budget allocated to art consumption on consumers and society in general.

5.1. Relationships between material and demographic factors and the level of life satisfaction.

The first part of our analysis revealed some very interesting aspects, which demonstrate among others that perception is stronger than a quantitative evaluation and has a stronger influence in fulfillment of life.

Analyzing the demographic factors, we observed that gender and income have a weak influence on the level of life satisfaction. The presence of art in the lives of the respondents shows a moderate influence on the level of life satisfaction, and the comfortable life from material point of view manifest, as expected, a strong influence on the level of life satisfaction.

We should mention that the association between Income and the Level of life satisfaction is weaker than the connection between the Presence of art in the respondents' lives and the Level of Life Satisfaction, thus demonstrating that the premise from which we started is true, namely that art has the capacity to influence the individual's life.

The presence of art influences the level of life satisfaction in the population with high education in Southern Romania, and by increasing the exposure to art it is expected that the influence of art on the population will increase.

A similar conclusion can be found also in the Cultural consumption barometer 2016: “According to the arguments so far, contact with art and cultural heritage defines an identity and validates a sense of belonging to the group. Art and heritage enhance the individual's understanding of his place and role in society and give him the courage to act according to this understanding.” (Croitoru, Becuț, 2017, 64). More details about this influence will be presented in the following sections of this article.

Another important aspect is that the association of income with life satisfaction is weak, and the influence of the perception regarding the level of material comfort is strong. This demonstrated that the perception is stronger than the quantitative income for a person; income will generate a different perception depending on the context of the person's existence. These results of research are presented in the table below.

		The respondent consider he has a fulfilled life				
		Disagreement - Partial Agreement	Total Agreement	Grand Total	Chi Square	CramerV
Age	<39 ANI	26	16	42	-	- No influence
	>=39 ANI	46	32	78		
Gender	Male	34	15	49	3.04	0.16 Weak
	Female	38	33	71		
Education	secondary education	6	8	14	1.02	0.09 No influence
	Postgraduate studies	24	17	41		
	Higher education	42	23	65		
Comfortable life from a material point of view	Disagreement = Partial agreement	64	20	84	30.58	0.50 Strong
	Total Agreement	8	28	36		
The art presence in life	Disagreement	19	5	24	14.13	0.34 Moderate
	Partial Agreement	33	14	47		
	Total Agreement	19	29	48		
Incomes	Total Disagreement	6	5	11	10.13	0.29 Weak
	Partial Disagreement	23	18	41		
	I neither agree nor disagree	32	9	41		
	Partial or Total Partial Agreement	11	16	27		

Table4: Impact of Material and Demographic Factors on the Level of Life Satisfaction

5.2. The association consumption of art – life fulfillment.

For the rest of the analysis we hereby present the results obtained using the methodology presented above.

Analyzing the impact of the frequency of art consumption on the level of satisfaction of life, the only association identified is in the case of the Fine Arts and arts other than the ones commonly encountered.

Art has already become an integral part of modern human life. Every day people are exposed to music, cinema, or more precisely television and the internet, where movies or theaters are broadcast. Books can also be a constant presence in the life of modern people.

It is interesting that the arts other than the common ones have a moderate influence on the level of life satisfaction; these arts are chosen by the respondents, even if they are not easily available, or easy to meet, involving an assumed choice.

Another aspect revealed during our analysis is the impact of budget allocated for art consumption in the sentiment of life fulfillment. Here the results are slightly different comparing the impact of art consumption. The influence of the monthly budget allocated for the consumption of art has a weak influence on the level of life satisfaction for the commonly encountered art: Cinema, Theatre, Literature and Music.

This demonstrates that Life Fulfilment is influenced by the budget allocated for art consumption, but not by the frequency of consumption for the most forms of art.

5.3 Relations between the factors related to the perceptions and convictions of the population and the level of the life satisfaction.

The fact that personal convictions influence our life is a commonly accepted truth. In this research we analyzed some personal convictions and their associations with the sentiment of life satisfaction, and the results show that personal convictions regarding the impact of art on life satisfaction are associated with the life satisfaction.

The convictions analyzed are the next ones:

- Art is useful
- Art influences each of us life
- Art influences the life of society
- Art participates in the consolidation of the society.
- Work of art influences the behavior of art consumers
- Work of art influences the behavior of society/community
- Art influences the economic environment

All convictions analyzed were associated with life satisfaction, most of them in a small degree. It should be mentioned that in the social sciences strong associations between different variables or factors are very rare. The social environment supposes a very complex network of a huge number of factors, and generally only the association of factors with rules established by law are strong.

Our research revealed that the conviction regarding the impact of art on society and the belief regarding the impact of the artwork in the respondent's life are in a weak association with the sentiment of life satisfaction. The conviction that art influences the lives of each of us was in a moderate degree associated with the life satisfaction. The conviction that art is useful, and the conviction that art participates in the consolidation of society are related in a small degree with the sentiment of life satisfaction. Also, the conviction that works of art influence the behavior of society/community and art influences the economic environment have a small influence in the life satisfaction.

6. Conclusions

The study organized within population with higher education in the southern part of Romania highlighted that the degree of life satisfaction is influenced by the presence of art in their life and by the convictions which individuals have regarding the role of art in their lives and in society as a whole.

Overall 89% of the respondents consider that they have a fulfilled life.

The study aimed to identify the role of art on individuals and society, the community. The strongest conclusion is that the presence of art manifests a moderate influence on the level of life satisfaction.

The material comfort and the frequency of consumption of other arts than those commonly encountered are in a strong association with the feeling of life satisfaction.

The frequency of consumption of art has no influence in the sentiment of life satisfaction, but the budget allocated for art consumption has a weak association with the sentiment of life satisfaction.

Also, the convictions regarding the impact of art and artwork in the individuals' life and in the society life are in association with the feeling of life satisfaction.

All these analyzed aspects demonstrate the ability of art to influence the life of each of us, as individual, and the life of community or society.

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