

## **The Economic Potential of the Cross-cultural Capital**

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The cross-cultural capital is presumed to be an aggregate accumulation of knowledge, originating in a historic achievement of the society. Nevertheless, since we agree a definition of the capital in connection with obtaining profit, in connection with production and the market mechanisms, we admit therefore that cross cultural capital, as special as it might be in relation with the human capital, it bears profit too. Profit generators were classically known as production factors, owing market recognition, meeting the consumers' solvent demands, fighting back the economic remissions. Especially in times of crisis, the entrepreneurs must find as many production factors as possible, in order to boost their overall income generating capacity. The industrial development remains the engine of the market economy, and this fact was proved by the evolutions of the recovering process in all the European countries, Romania included: without the industrial activities and exports, our country could not change growth index so fast, from (+)7% to (-)7% (2008,2009) and back to (+)1.5% as estimated in 2011. This spectacular flexibility cannot be sustained only by the fix capital and the appropriate work-force, in its quantitative parameters, but definitely there were other neo-factors implicated in such dynamics. Adding on the potential of the firms, new types of production factors come into the research field of cutting costs: by hiring a skilled staff, in the sense that the factors defining the cultural and cross-cultural intelligence of the employed persons are measured at their highest levels (Linn Van Dyne, 2008), we can speak of low costs for a valuable production factor. The result for the company will be profit and competitiveness on the post-crisis reshaped markets. The potential of the cross-cultural capital cannot rely only on the private efforts, macroeconomic policies at national and European level are required. Europe finances cross-border projects, but not targeting the potential of the cross-cultural capital boosting. Such projects use the aggregate knowledge of organizations, targeting the general infrastructure, but still, they are an opportunity for organizations to express higher performance in the process of cross-cultural adaptation, and gain benefic achievements in experience and competitive advantages. The cross-cultural capital in Europe, in the ongoing cultural and economic convergence is a recovery element of the economy.

**Key words:** cross-cultural capital; profit; production factor; convergence; recovery.

### REFERENCES

1. \*\*\* “Cultural Intelligence Scale”, <http://www.linnvandyne.com/papers/The CQS.pdf>.