CULTURAL ENTREPRENEURSHIP: COMPARATIVE EXPLORATIONS IN MEXICO & CUBA

January 21st - 4pm
Global & International Studies Building
Room 2067

Lázaro I. Rodríguez Oliva's talk will focus on the challenges of cultural entrepreneurship in Mexico and Cuba, highlighting the promise of knowledge management for their protection and promotion. With expertise in Latin American Cultural Policies in Cuba and currently residing in Mexico, Rodríguez Oliva is uniquely positioned to explore the following questions about cultural entrepreneurship: What defines cultural entrepreneurship in the Latin American and Caribbean context? How should it be described in Cuba in light of the recent changes? How does entrepreneurship deal with “historical suspicions” towards private, autonomous and innovative projects? What are good practices are in use in Mexico when it comes to cultural entrepreneurship and the creative economy and how can they be made useful in the Cuban context? What potential roles exist for American universities in these realms?

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