

The influence of soft power on the internationalization of Brazilian cultural products: Proposal for a framework

Alexandre Rabêlo Neto^A and José Milton de Sousa-Filho^B

^AFederal University of Piauí – UFPI, Teresina, PI, Brazil.

^BFederal University of Fortaleza – UNIFOR, Fortaleza, CE, Brazil.

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ABSTRACT

Culture has become one of the fastest growing sectors in post-industrial economies. To know its function and to expand its performance as a factor of inflow in the economy will allow us to improve living conditions, favoring the better organization of productive processes and access to cultural goods. Internationalizing means considering different levels of relationship and business execution, from the buying and selling of products and services to investment in assets in other countries (direct investment and portfolio investment). Soft power is included in this discussion because of its potential to give a country an internationalization strategy with regard to cultural products. The main objective of the study is to analyze the influence of soft power as a moderating variable in the internationalization of Brazilian cultural products. The development of explanatory models on the internationalization of Brazilian cultural products has been little explored. The proposed framework presented here relates to the variables "made in", preference, and internationalization of Brazilian cultural product with the moderating variable of soft power, aiming to provide opportunities for further discussions on the subject, besides enabling its application for future studies.

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