

**ROLE OF CULTURE IN POLAND'S TRANSITION FROM THE PERIPHERY TO THE CENTRE OF THE GLOBAL ECONOMIC SYSTEM**

*B. Noga, Ph.D., Prof., M. Noga, Ph.D., Prof., Wrocław School of Banking,  
mnoga1946@onet.pl*

**Research methodology.** The research is based on theoretical analysis of correlations between economy and cultures; qualitative and quantitative analysis is conducted to define the pros and cons of using GDP as an economic growth and social welfare indicator.

**Results.** Insufficiency of using GDP as an only indicator to diagnose social and economic growth is demonstrated. The necessity of taking into account cultural factors in economy analysis is pointed out.

The dependency theory (the centre-periphery theory), explaining the dependency of economies of peripheral countries function from the central countries, establishes the position of Poland in the global economic system. Basing on the statement that the centre of contemporary economy is a set of institutions, cultural patterns and values relatively integrated based on the grounds of market economy, Poland is positioned not in the centre of global economic system but belongs to its peripheries.

The research shows that in the process of decreasing the distance between the periphery and the centre the main role is played not by absorption of the scientific and technical development, innovations, investments in human resources, social capital, but this rapid transition from the periphery to the centre of the global economic system will depend on the culture.

**Novelty.** The analysis of the correlations between economy and culture for different countries shows that the emergence and development of creative industries are perceived as carriers of structural transformations in the economy and act as a drive for the transition from the periphery to the centre of global economic system. It is proved that structural transformations of the Polish economy cannot be accomplished without changing the Polish society's mentality.

**Practical value.** The research of the correlation between economy and culture as well as the fact that the role of the latter in transition of countries from the periphery to the centre of global economic system can be useful to diagnose the current state of a certain national economy and to determine the indicators of its progressive social and economic growth.

**Key words:** culture, social capital, behavioural finance, advertising, architecture information society, human capital, investing in people, creativity.

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