



Introduction

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We are pleased to present to the readers of the *Scientific Annals of Economics and Business* (SAEB) this special issue dedicated to the *1st Workshop on Popular Cultural Economics and Management* (WPCEM) organized by the Escuela Universitaria de Osuna-Universidad de Sevilla (Spain) and Pontificia Universidad Javeriana Cali (Colombia) on June 2021.

The Workshop aims to discuss the contributions of academic research in economics and management, to the analysis and strengthening of the sectors and activities that integrate local and popular culture. The local and popular adjectives refer to the fact that these sectors and activities, for the most part, come from intangible heritage accumulated in the communities, with strong roots in their territories. The articles stand out for their theoretical and empirical quality. We also want to highlight the variety of the papers where you can observe different perspectives of the Popular Culture developed by a group of researchers from Europe and America.

The first article is ***“Public funding of research into ethnological activities in Andalusia (Spain): boosting the academic career of researchers”*** by Celeste Jiménez de Madariaga and Juan José García del Hoyo. This paper analyses the different ethnological activities carried out and their funding, and assesses the extent to which this investment favored the professional development of teaching staff in the field of Social Anthropology in Andalusia, specifying the marginal effects and differentiating them according to gender and university size using binary choice models (Logit).

The second one is ***“Temporal restriction and interest for the elderly on cultural participation. The case of Spanish Performing Arts 2019”*** by Blas Díaz, Ignacio Martínez and Luis Palma. It is an approach to the study of the aging effect on cultural participation, which would be continued with the analysis of the surveys in previous years. This work shows that there is no homogeneous behavior between participation and interest within the different performing arts. Presenting some of their differentiating features.

The third article ***“Cultural Participation and Subjective Well-Being in Latin America: Does Ethnic-Racial Ascription Matter?”*** by Javier Reyes-Martínez aims to explore the association between cultural participation and subjective well-being (measured by life satisfaction) in Latin America, considering ethnic-racial ascription. It shows differentiated

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patterns depending on the ethnic-racial ascription, which implies that the positive impacts of cultural participation cannot be attributed to all populations.

The fourth research, ***“How to measure flamenco performer value? A cultural economic approach”*** by Jesús Heredia-Carroza, Helena Saraiva and Carlos Chavarría-Ortíz designs an empirical methodology to measure the perceived value of the performers, specifically using the significant example of flamenco performer. This paper aims to broaden the work carried out by Heredia-Carroza and published by SAEB in 2019, through an Ordered Logit Model applied to the factors obtained in said research with new variables in order to achieve a methodological instrument, which can be used as a decision-making for future signings of performers in record companies based on the spectators’ perceptions.

The last article of this special issue, ***“Who participates in popular feasts and festivals? An empirical approach from cultural economics applied to the Carnival of Barranquilla (Colombia)”*** by Aaron Espinosa Espinosa, Luis Palma Martos, and Luis F. Aguado, proposes a methodological scheme to analyze the profile of the participants in local and popular feasts and festivals, allowing the establishment of a taxonomy that captures the heterogeneity of the participants replicable to other festivities and carnivals around the world. For this reason, the Carnival of Barranquilla, the largest and most representative popular celebration in Colombia and declared by UNESCO as Intangible Cultural Heritage of Humanity, is used as a case study.

Finally, the organization members of the *1st Workshop on Popular Cultural Economics and Management* (WPCEM) are grateful, on the one hand, to OIKOS Association (Spain), Politécnic da Guarda (Portugal), Universitatea Alexandru Ioan Cuza din Iasi (Romania) and Centre on Governance from University of Ottawa (Canada) for their fundamental support for the WPCEM. Secondly, to *Scientific Annals of Economics and Business*, and to its Editor in chief, Dr. Ovidiu Stoica and its Editorial Team, for many helpful facilities with which they provided us during the editing process.