

Does Cultural Resilience Matter in Overcoming Crises? National, Business, and Individual Responses to the Health Pandemic

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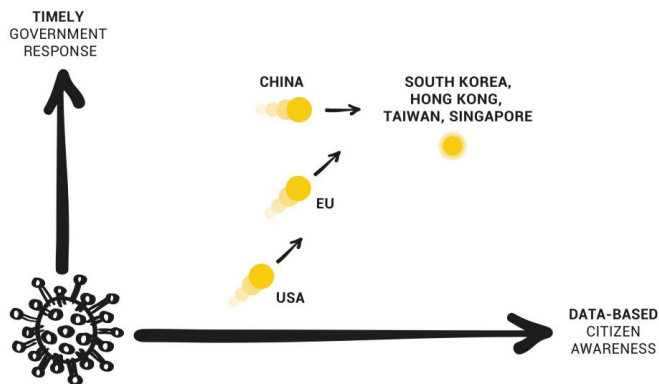
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How can the public sector leverage cultural resilience while responding to crises?

CORONAVIRUS RESPONSE: One Map, Many Pathways



- Two main 'first' reactions
- Lessons from history

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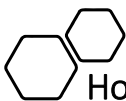
The Italian case

PROS

- Prioritize citizens' health and well-being;
- Focus on flexibility and taking an integrated approach;
- Rapid development of an effective emergency logistical system;
- Emphasis on professional responsibility;
- Urge a coordinated international response;

CONS

- Lack of preparation
- Lack of coordination
- Bureaucratic delays/ Procurement centralization
- IT infrastructure weakness & cybersecurity issues




How can cultural resilience explain business-level reactions?

- Entrepreneurial flexibility and proactiveness in smaller and larger firms
- Slack (positive / negative aspects)
- Familiar wealth
- Familiness



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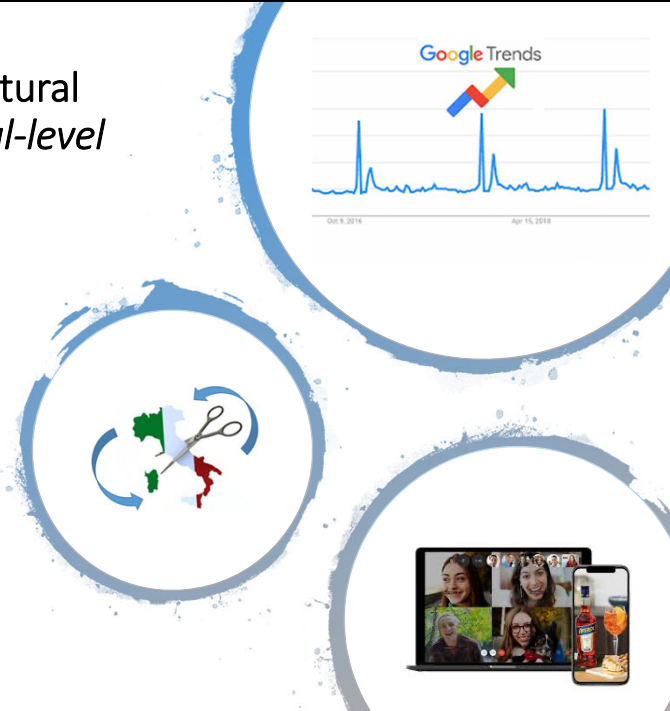



How can cultural resilience explain *business-level* reactions?

- Proactive vs Passive
- Agile production line conversion & Social responsibility
- Backward & Forward integration

What has been the role of cultural resilience in shaping *individual-level* responses to crisis periods?

- Rediscovery (Reinforcement?) of roots and traditions
- Increase in propensity to save
- Italians' perception of Italy turned upside-down
- Family/social ties & social creativity






What has been the role of cultural resilience in shaping *individual-level* responses to crisis periods?

- New work-life balance – not always positive (overloading-overdoing)
- Scarcity vs slack of resources
- Gender differences

What have the Italians learned?

- Importance of the public health system
- United in the face of an emergency
- Renewed sense of patriotism and national pride
- Asymmetry between how our cultural traits are perceived and what they have proved to be in difficult times






What have the Italians learned?

- Importance of investments in research (will it last?)
- Importance of education



What do you think?



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THANK YOU!

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