

BUSINESS INNOVATION SYMPOSIUM (E6)  
Public/Private Human Access to Space - Supporting Studies (2)

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HISTORICAL AND CULTURAL ASSESSMENT OF ENTREPRENEURSHIP AND INVESTMENT IN  
GERMANY

**Abstract**

The rise, development and continuance of industrial sectors and regions are dependent on numerous factors and their complex interactions. However, an understanding of basic correlations is essential to support sustainable politico-economic as well as corporate strategic decisions. Therefore different models have been developed and are used to describe dynamics of markets and industry, taking into account factors such as demand conditions, rivalry, infrastructure and available workforce, support industry availability, and regulatory regimes. However, many of these factors evolved over time, in a distinct way for every region, leading to distinct sets of factor characteristics and industry situations. Furthermore, cultural backgrounds of individuals in the industry, in the industry's home base and of policy makers play an important role in shaping markets and industries that is often undervalued. Due to, for example, common laws and regulations, and a partly shared history, it is convenient to choose individual nations as underlying regions for an analysis of historical and cultural influences. While other researchers focus on different regions, this paper will therefore conduct an assessment of the historical and cultural context underlying the development of entrepreneurship and investment for Germany.