

## **Abstract**

The present paper treats the problem of innovation culture. We try to identify the main variables that influence the innovation culture. We make use of current data available in the research field by appeal to the literature and concrete data from European Union report data. We are putting the focus on Romania and we are trying to discuss the historical, the geographical, and the economical premises that determine these variables. We discuss about entrepreneurial activities, public sector investments in research and development, the appetite for risk, uncertainty avoidance, the taste for wisdom and mediocrity. We treat also the problem of an historical horizontal shape of Romania's destiny, full of compromises in the present, with lack of specialized culture. After this we discuss historical-political factors by appealing the subject of collectivism versus individualism and we stress the fact that although for our country it is best suited the spirit of collectivism and we were even put in our history to live in collectivism the gene of our country is an individualist one with no antrepreneurial spirit. We conclude the present paper by identifying a possible model of variables that we consider they influence our innovation culture.

**Key words:** innovation culture, Romania's innovation culture, R&D, saeculum