

## بيانات عن بحث مقدم للترقية

عنوان البحث :

**The Economic Impact of Globalization and Culture In the Vitality of Housing Communities, With Specific Reference to Egypt**

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### ملخص البحث

In the last decade, cities have increasingly been recognized as key players in our world. Globalization became a worldwide economic, social, and political change process that has four linked components: a) rapid technological change, b) transformation of actors role in local and national contexts dealing with more decision-making and planning issues, c) an interactive dynamic accessibility to a great deal of information wealth and knowledge exchange through best practices and; d) creating more attention to cross boundaries environmental problems. Moreover, Culture had an impact on housing communities opposite/matching to post-modernism. The latter can be recognized as a broad term that covers many aspects shaping communities in the world. For example, it generates collective local/global images, which might be passed from generation to another and from one nation to others. The urban product is generated by these symbols, beliefs, and practices in a physical form. The third scope in this paper is the vitality of the housing communities resulting from the relationship between the culture and physical environment. Since communities sometimes copes and adapts with its urban life and some times not, the main objective is to verify this relationship between the culture and urban form, since post modernism is supposed to create a tight relation between culture and physical environment. We discuss also in this paper the economic impact of post modernism and culture on housing communities with special reference to Egypt. The methodology consists of three main parts, first analyzing the theories of the interactive relationship between globalization, culture and economy as a matrix. Second the paper will determine global key economic changes that occurred within the last few decades. Third, key changes within selected community (Egypt – 6<sup>th</sup> October City) will be highlighted that affected the communities both economically (Home based enterprises, women as income earners, etc.) and culturally (Media Production, City of Culture, etc.). Finally, the paper concludes that, the pressure forces of globalization has reformed the housing communities and shaped its culture to be a more dynamic and adaptive.