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SHAPING INTELLECTUAL PROPERTY MINDSETS: A PREVENTIVE APPROACH TO CULTURAL COMPLIANCE AND DIGITAL PIRACY

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Abstract: This paper explores the role of collective mindsets and educational interventions in fostering respect for intellectual property rights (IPR) and combating counterfeiting and piracy. In an increasingly digital and knowledge-based economy, intellectual property is both a key driver of innovation and a vulnerable asset exposed to infringement. Drawing on interdisciplinary perspectives from law, psychology, education, and economics, the study investigates how attitudes toward IPR are formed and how they can be influenced through targeted strategies. The proposed research employs a mixed-methods design, combining quantitative surveys with qualitative interviews, aiming to develop and validate an intervention model grounded in legislative reinforcement and educational outreach. The findings are expected to contribute to a broader understanding of social compliance with IPR and provide actionable insights for policymakers, educators, and enforcement bodies.

Keywords: Cultural compliance; Digital piracy; Intellectual property rights; Legal awareness; Mindset transformation; Preventive education.

1. INTRODUCTION

In today's globalized and innovation-driven economy, intellectual property (IP) has emerged as a cornerstone of economic growth, technological advancement, and cultural preservation [1]. The protection of intellectual property rights (IPR) represents not merely a legal matter, but also a cultural and educational one. Digital piracy has emerged as a global challenge that are not solved by sanctions alone. Social attitudes and cultural norms play a decisive role in shaping user behavior. Consequently, the cultivation of mindsets in this regard acquires major significance, constituting the foundation of any effective prevention strategy [2].

Digital piracy cannot be explained exclusively through economic factors or the easy accessibility of technologies. Psychological motivations, ethical attitudes, and social pressures play a fundamental role in shaping user behavior. Studies indicate that many consumers justify the illegal downloading of content through the perception of an "unfairness" of prices or through a cultural

relativization of the notion of property. In this regard, cultural conformity, when directed toward the respect of norms, can serve as a more effective preventive barrier than coercive sanctions [3].

Despite the increasing reliance on intellectual outputs, IPR violations—particularly counterfeiting and digital piracy—continue to pose significant challenges worldwide [4].

According to the European Union Intellectual Property Office (EUIPO) and the Organization for Economic Co-operation and Development (OECD), global trade in counterfeit and pirated goods represented around 2.3% of total trade, estimated at USD 467 billion in 2021. For the European Union, the value of trade in counterfeit goods was estimated at USD 117 billion, representing 4.7% of total imports [5].

From a European perspective, digital piracy poses additional challenges, as national legislation coexists alongside community regulations. This dual structure at times generates inconsistencies and difficulties in enforcement, thereby increasing the vulnerability of the digital market. In the absence of a shared culture of respect for IP,

cultural differences among the Member States of the European Union may weaken the impact of legal measures. Therefore, education and the cultivation of favorable mindsets emerge as an indispensable complement to legislative harmonization policies [6]. In Romania, the phenomenon is aggravated by factors such as insufficient legal awareness, underdeveloped enforcement practices, and a general underestimation of the ethical and economic consequences of IP violations.

Research conducted in Asia and other emerging regions confirms that consumers' ethical attitudes directly influence the prevalence of software piracy and the consumption of counterfeit products. Consumers who perceive piracy as "less immoral" are more inclined to engage in it, even under conditions of severe legal sanctions. This paradox highlights the fact that legal regulations, however strict, cannot substitute for the necessity of cultivating a mindset grounded in ethics and social responsibility [7].

Regarding the film and entertainment industry, research on Internet users indicates that the motivations for piracy are influenced by factors such as accessibility, cost, and perceptions of a "right to culture." These behaviors cannot be fully understood in the absence of a socio-cultural framework that shapes the public's expectations and moral justifications. Paradoxically, active consumers of pirated content are often aware of the illegality of their actions but choose to prioritize informal cultural norms over legal ones [8].

Crucially, many such violations are not driven by malicious intent, but rather by a cultural normalization of piracy and counterfeiting, especially among younger generations. Informal access to pirated media, counterfeit goods, and unlicensed software is often perceived as acceptable, or even as a clever workaround, rather than as an infringement of law or ethics [9]. This suggests that beyond legislative reform and institutional strengthening, a transformation in mindset and public perception is essential.

Shaping mindsets regarding IP is a core pillar of a preventive strategy against digital piracy. This approach integrates cultural, ethical, and educational dimensions with legal and

technological ones, providing a holistic perspective on compliance. Beyond merely reacting to infringement, it entails a cultural transformation oriented towards responsibility and mutual respect, thereby laying the foundations for a balanced and innovative digital society [10].

This paper contributes a preventive, culture-anchored perspective on IPR compliance by (i) synthesizing interdisciplinary evidence on mindset formation, (ii) proposing a theory-informed, education-first intervention model for youth and early-career cohorts, and (iii) outlining an empirical agenda (qualitative exploration followed by survey validation) to benchmark attitudes and test change mechanisms in Romania.

The present study investigates this deeper behavioral dimension of IPR compliance. It explores how mentalities toward IP are formed, reinforced, and possibly changed through targeted interventions. The research combines insights from law, psychology, education, and social sciences to better understand the drivers of infringing behavior and the mechanisms through which a culture of respect for IP can be cultivated.

More specifically, the study aims to:

- Analyze the dominant attitudes, beliefs, and misconceptions regarding IPR among different social groups, with an emphasis on youth and students.
- Identify the psychological and sociocultural variables that contribute to either respecting or violating intellectual property rights.
- Develop a multidisciplinary intervention model that promotes legal and ethical behavior through education, communication, and participatory engagement.
- By proposing a preventive, values-based approach, this research offers an alternative to reactive enforcement. It positions IP not merely as a legal construct, but as a shared societal value that must be understood, appreciated, and internalized.

The paper addresses two central research questions:

1. How do existing public perceptions and social norms influence the prevalence of counterfeiting and piracy in Romania?

2. What educational and communicative strategies are most effective in reshaping attitudes and promoting compliance with IPR?

To answer these questions, empirical research, case studies, and evaluation of the legislative and educational framework for the region under study (or for a country) are necessary.

Ultimately, this study seeks to contribute to a more sustainable and culturally rooted approach to IPR protection, one that complements legislation with social transformation and supports the long-term viability of creative and knowledge-based industries.

2. INTELLECTUAL PROPERTY, CULTURE, AND COMPLIANCE: A MULTIDISCIPLINARY REVIEW

2.1. The Evolving Role of Intellectual Property in the Knowledge Economy

The transition from industrial to knowledge-based economies has elevated the status of intellectual property (IP) to that of a strategic asset. Whereas earlier economic systems were driven by labor and physical capital, today's markets are shaped by innovation, creativity, and digital content. In this context, intellectual property rights (IPR) serve both as an incentive structure for creators and as a legal framework for fair competition and value protection [11].

This shift has also increased the exposure of intellectual goods to infringement, particularly in digital formats where replication and dissemination are low-cost and difficult to trace. Digital piracy, counterfeit production, and unlicensed software use are now widespread, not just in isolated black markets but across mainstream online platforms. These practices cause measurable economic harm but also contribute to a gradual erosion of respect for intellectual ownership, especially among younger populations accustomed to open digital access.

International organizations such as the World Intellectual Property Organization (WIPO) and the European Union Intellectual Property Office (EUIPO) have emphasized that enforcement, though essential, is only one component of IPR protection. Sustainable compliance depends on a

combination of regulation, institutional trust, education, and cultural legitimacy. Scholars like Gervais [12] argue that IPR laws must be seen not as externally imposed constraints, but as internally accepted norms. This internalization process, however, is not automatic - it is mediated by social, cultural, and psychological factors that vary across contexts.

In post-communist societies such as Romania, where state institutions and private property underwent significant redefinition after 1989, public attitudes toward ownership and legality remain in flux. Research suggests that normative ambiguity - a lack of clarity about what is acceptable or ethical - contributes to tolerance for infringing behavior. This ambiguity is further reinforced by the invisibility of victims in IP crimes and the perception that infringement is a minor or victimless offense. Against this macro-level backdrop, the next subsection turns to the cultural and psychological micro-mechanisms that shape everyday IPR choices.

2.2. Culture, Perception, and Behavioral Attitudes Toward IP

Cultural variables shape how people perceive property, authority, and lawfulness. In cultures where resource-sharing is valued over individual ownership, or where distrust of large corporations is widespread, laws protecting intellectual property may be viewed with suspicion or indifference. According to Hofstede's cultural dimensions theory, societies with high levels of collectivism or low uncertainty avoidance are more likely to undervalue abstract property rights, particularly when these rights are seen to benefit distant or faceless entities.

Behavioral and psychological studies show that compliance with IPR is more strongly associated with perceived fairness and social acceptance than with fear of sanctions. In the context of digital piracy, for example, users frequently rely on justifications such as lack of affordability, lack of access to legal alternatives, or protest against corporate pricing models. These rationalizations enable individuals to reconcile their behavior with their self-image,

thereby lowering cognitive dissonance and normalizing infringement.

In addition, peer influence plays a critical role. When infringing behavior is common in one's immediate social circle, individuals are less likely to perceive it as wrong. This highlights the importance of informal norms and community-based attitudes, which often carry more weight than formal rules. In educational contexts, the absence of explicit instruction on intellectual property allows myths and misconceptions to persist, such as the belief that "free" content online is also legal, or that intellectual property only applies to big corporations and not to individuals. Educational psychology provides insight into how attitudes toward IPR can be shaped. Experiential learning, moral engagement, and relatable content are more effective than abstract legal instruction alone. Programs that humanize creators, demystify the IP system, and promote ethical digital behavior can increase both understanding and empathy, thereby fostering long-term respect for IPR. Importantly, recent models of civic education advocate for cross-curricular integration of digital ethics and IP topics, embedding them not only in law or business courses, but also in media literacy, computer science, and arts education. This integrated approach is particularly effective in early adolescence, when moral reasoning and social responsibility are still forming.

The literature thus points to a clear conclusion: fostering IPR compliance requires more than enforcement or legislation. It demands a shift in collective mentalities, supported by culturally sensitive education, transparent communication, and proactive engagement with youth audiences. By understanding the psychosocial ecosystem in which IPR behavior occurs, stakeholders can design interventions that resonate with lived experience, not just legal doctrine. Building on these cultural and behavioral drivers, we examine four complementary cases that make the mechanisms of mindset formation and compliance more concrete.

2.3. Case Studies on Shaping Mentalities in IP

Understanding the ways in which social

mentalities shape perceptions of IP and engagement with digital piracy cannot be addressed solely through theoretical frameworks. Empirical investigation is essential to uncover the nuanced ways in which attitudes, social norms, and behaviors emerge across diverse contexts.

The four case studies presented in this chapter have been deliberately selected to illustrate this complexity, capturing scenarios that range from early educational interventions and the formation of ethical attitudes to everyday digital consumption patterns and the varying perceptions of legitimacy and consequences associated with piracy. These case studies provide complementary perspectives on how preventive strategies targeting cultural compliance can mitigate piracy while reinforcing respect for creative and innovative outputs.

This integrated approach aligns with contemporary scholarship emphasizing the interplay between regulatory frameworks, cultural contexts, and individual cognition, highlighting the importance of preventive interventions that foster sustainable compliance and promote ethical digital behaviors.

The sub-politics of online piracy: the Swedish case. The study examines online piracy as a political and cultural phenomenon, conceptualized under the notion of sub-politics. Rather than being understood solely as an economic infringement, piracy is interpreted as a practice through which social groups contest norms imposed by the state and industry, imbuing them with cultural and ideological meanings. The analysis demonstrates that anti-piracy policies are likely to fail if they overlook these discursive processes and do not incorporate the perspectives of affected communities. The principal conclusion is that social mentalities, rather than law alone, determine the effectiveness of public policies. This case underscores the necessity of addressing piracy through a combination of cultural education and normative regulation to prevent polarization and social resistance [13].

The illegal streaming ecosystem: cyberlockers. The study investigates the digital infrastructure of piracy through cyberlockers, centralized platforms for hosting and

distributing pirated video content. Although these networks may appear fragmented, they are controlled by a small number of actors, making them susceptible to targeted interventions. The study also highlights risks for users, including exposure to malware and fraudulent advertising. This case illustrates that technical availability alone does not explain the phenomenon. Users engage in piracy because they have internalized a mentality that normalizes free and illicit consumption. Therefore, preventive strategies must include educational initiatives regarding digital security and awareness of the personal consequences of illegal behavior [14].

Culture, IPR, and technology adoption. The study explores how cultural factors interact with IPR regimes to influence technology adoption. Societies characterized by individualism and strong IPR institutions adopt new technologies more rapidly and exhibit lower tolerance for piracy, whereas collectivist cultures or those with weak IPR norms display reduced internalization of compliance. This study underscores the importance of integrating cultural education with normative frameworks, demonstrating that lawful behavior is more sustainable when social values align with legal expectations [15].

Challenges of IP law implementation in Kyrgyzstan. The analysis examines the implementation of IP law in Kyrgyzstan, focusing on legislative development, institutional capacity, public perceptions, and cultural barriers to compliance.

Despite alignment with international standards, enforcement is limited by scarce resources, expertise, and public awareness. Social perceptions play a decisive role, with counterfeiting often viewed as a legitimate economic alternative. This case illustrates that legal transposition alone is insufficient; effective prevention of piracy requires a holistic approach combining institutional strengthening with culturally adapted awareness campaigns and educational initiatives.

Across these four cases, a clear pattern emerges: mentalities, cultural norms, and social perceptions critically shape IP compliance and the prevalence of piracy, often more than legal enforcement alone.

Whether through discursive contestation of norms in Sweden, the practical vulnerabilities of cyberlocker users, cultural influences on technology adoption, or institutional limitations in Kyrgyzstan, the evidence demonstrates that preventive strategies must address the cognitive, ethical, and social dimensions of behavior.

For policymakers and educators, these findings emphasize the importance of an integrated approach - combining legislation, cultural education, ethical awareness, and community engagement - to cultivate mentalities that naturally support compliance with IP norms.

In this way, law is reinforced by social understanding and ethical internalization, creating conditions for sustainable behavior change in digital environments.

The conceptual insights above motivate an exploratory-sequential design capable of first mapping narratives and norms, then quantifying their distribution and testing associations.

3. METHODOLOGICAL APPROACH TO EXPLORING IP MINDSETS

3.1. Research Objectives and Rationale

The proposed research is grounded in the premise that compliance with intellectual property rights (IPR) depends not only on the existence of legal mechanisms, but also on the internalization of norms, values, and attitudes toward ownership, authorship, and legality. This project aims to explore how such mentalities are formed, maintained, and potentially transformed through educational and communicative interventions.

Fixed mindset involves a set of limiting beliefs and automatic emotional reactions that influence the perception of normative reality. Their components are presented in Table 1.

In this paper, fixed mindset refers to stable, ability-as-given beliefs that favor compliance through fear of sanctions; growth mindset denotes malleable ability and ethical agency beliefs that favor internalization of norms; false growth mindset labels declarative endorsement of growth rhetoric without corresponding practices (after Dweck).

Table 1

Components of the fixed mindset.

No.	Compound	Characteristic
1	Cognition	"If I don't understand something right away, it means I'm not made for it!" - refusal to learn new or complex concepts
2	Emotional	Avoiding the discomfort generated by confronting one's own mistakes, adopting a defensive position towards criticism
3	Behavioral	Lack of involvement in awareness or correction efforts
4	Identity	"There's no point in changing, because everyone else is doing the same thing!" - perceiving norms as external impositions that threaten personal autonomy

Table 2

Comparative analysis of growth mindset and false growth mindset.

No.	Indicator	Growth mindset	False growth mindset
1	Attitude towards mistake	Recognition and effort to understand	Passive tolerance, without learning
2	Responding to new rules	Curiosity, active exploration	Repetition of positive clichés without content
3	Moral motivation	Desire to become more responsible	Desire to appear open
4	Involvement in the process	Perseverance and reflection	Automatic, unconscious behaviors

Table 3

Comparative analysis of the 3 types of mindsets

Type of mindset	Form of compliance	Psychological mechanism	Behavioral stability	Impact on IP
Fixed	Formal	Avoidance of mistakes, fear of punishment	Low	Weak, dependent on external control
Growth	Identification and assimilation	Intrinsic motivation, self-improvement	High	Normative commitment, authentic respect
False growth	Declaratory	Superficial validation	Insubstantial	Passive resistance normative hypocrisy

The growth mindset represents the deep belief that intelligence, talent, moral character, and personal abilities are not innate and fixed traits, but can be developed over time through conscious effort, reflection, and deliberate practice.

The false growth mindset is a declarative growth mindset, unaccompanied by authentic practices, which sets in when the idea is reductionist, superficial, and used manipulatively [17]. The distinctions between the true growth mindset and the false growth mindset are highlighted in Table 2.

The key objectives of the study will be to:

- analyze current beliefs, misconceptions, and attitudes regarding intellectual property among Romanian youth.
- identify psychological, cultural, and educational factors that influence tolerance toward counterfeiting and piracy.
- develop and test a multidimensional intervention model designed to foster ethical behavior and respect for IPR, particularly among students and young professionals.

The study will employ mixed-methods research design to integrate both in-depth qualitative insights and generalizable quantitative data. This dual approach is intended to capture the complexity of cognitive and social dimensions that shape IPR compliance.

3.2. Planned Research Design and Strategy

The study will follow an exploratory sequential design:

- In the first phase, qualitative data will be collected through semi-structured interviews and focus group discussions with students, educators, and young professionals from various fields. These sessions will explore informal perceptions, social norms, and behavioral justifications related to ipr violations. The resulting transcripts will be analyzed thematically to identify recurring patterns and narrative constructs.
- Based on findings from the qualitative phase, a structured questionnaire will be developed. This tool will measure attitudes, awareness levels, and behavioral intentions regarding

intellectual property. The questionnaire will include Likert-scale items, scenario-based questions, and semantic differentials.

To anchor the preventive model in current exposure levels, we note that counterfeit and pirated trade has been estimated at ~2.3% of world trade (\approx USD 467 billion), with the EU at \approx USD 117 billion (\approx 4.7% of imports) [5].

While these figures capture physical goods, they signal the scale of the wider IPR non-compliance ecosystem that digital piracy is embedded in. Our empirical phase will benchmark attitudinal drivers against this exposure by (i) reporting descriptive statistics (means, 95% CIs) for key mindset constructs; (ii) estimating correlations between legal awareness, perceived fairness, peer norms and stated piracy tolerance; and (iii) contrasting youth subgroups by discipline and urban–rural background.

The resulting data will be statistically analyzed to detect significant trends, correlations, and group-specific differences. This will allow for the refinement of the proposed intervention model and the development of practical recommendations.

The research will primarily target individuals aged 18–30, as this demographic is most exposed to digital media, and plays a key role in shaping societal norms around digital consumption. University students and early-career professionals will constitute the core sample, due to their dual role as current users and future decision-makers.

The qualitative sample will include approximately 20–25 participants, selected purposively to reflect diverse academic and socio-cultural backgrounds. The quantitative survey will aim for a minimum of 100 valid responses, collected via institutional mailing lists, student associations, and academic events. Efforts will be made to ensure gender balance, disciplinary diversity, and representation from both urban and rural educational institutions.

3.3. Ethical Considerations and Anticipated Challenges

Prior to the data collection process, participants will be informed of their rights, the voluntary nature of their participation, and the

intended use of the data. Informed consent will be obtained, and all information will be anonymized and stored securely.

Several challenges are anticipated. Recruiting participants for qualitative sessions may require significant time investment and coordination. Additionally, due to the legal and ethical nature of the topic, social desirability bias may affect self-reported responses. To mitigate this, the questionnaire and interview guides will be carefully phrased to encourage openness and reduce judgmental framing.

Despite these limitations, the study is expected to provide valuable insights into the formation of attitudes toward intellectual property and to support the development of a culturally sensitive, education-based compliance model.

4. ANTICIPATED FINDINGS AND THEORETICAL CONTRIBUTIONS

Although the empirical component of the study has not yet been implemented, the projected findings are grounded in a robust theoretical foundation and a carefully designed methodology. Drawing from previous research, as well as from the qualitative insights anticipated in the early phase of this project, it is expected that the study will reveal several critical insights into how young individuals perceive, internalize, and act upon norms related to intellectual property rights (IPR).

4.1. Projected Behavioral Trends and Attitudinal Patterns

Based on literature and preliminary consultations with educators and students, it is anticipated that a significant portion of the target population will exhibit ambivalent or permissive attitudes toward digital piracy and counterfeiting, particularly in the case of non-commercial personal use. Respondents are expected to rationalize such behavior by referring to affordability, accessibility, and perceived victim lessness, consistent with patterns observed in other cultural contexts.

The study is also likely to confirm that while legal awareness of IPR exists at a surface level, in-depth understanding of concepts such as

authorship, licensing, and digital rights management is limited. This gap in knowledge is expected to correlate with higher tolerance for IPR infringement, especially in digital environments.

Importantly, the findings may highlight a disconnect between cognitive understanding and behavioral intention - that is, individuals may acknowledge the illegality of certain actions without perceiving them as unethical or harmful. This cognitive dissonance suggests that legalistic approaches alone may be insufficient to shift behavior.

4.2. Anticipated Role of Education and Communication

It is expected that respondents who report prior exposure to educational content related to IPR, whether formal or informal, will demonstrate greater alignment with legal and ethical standards. This would support the hypothesis that structured educational interventions can positively influence both attitudes and behaviors.

Furthermore, participants are likely to respond favorably to relatable, human-centered narratives about creators and innovators, which help personalize the consequences of IP infringement. Storytelling and participatory content (e.g., co-creation projects, case studies, simulations) are projected to be more impactful than purely legalistic or punitive messages.

The study is also expected to reveal a strong demand for practical, accessible guidance on how to legally access, use, and share digital content, especially among students in non-legal or non-technical disciplines.

4.3. Theoretical Contributions and Research Implications

At the theoretical level, the study is poised to contribute to a growing body of interdisciplinary work that views IPR not just through the lens of jurisprudence or economics, but also through behavioral science, cultural studies, and civic education. It aims to bridge the gap between regulatory frameworks and social psychology by illustrating how mentalities form, persist, and can be reshaped.

The development of a multidimensional intervention model - one that combines legal

literacy, value-based learning, and narrative engagement - will represent a key conceptual innovation. Such a model could be adapted for use not only in Romania, but in other countries facing similar challenges in aligning IPR enforcement with public awareness and compliance.

Finally, the research is expected to inform the design of evidence-based educational programs, public awareness campaigns, and institutional policies aimed at fostering a culture of respect for intellectual property that is both ethically grounded and socially sustainable.

4.4. Limitations and Future Work

The present contribution is primarily conceptual and design-oriented; empirical data collection is forthcoming. Self-report bias and social desirability are expected; our protocol mitigates them via neutral wording, anonymity, and triangulation across qualitative themes and quantitative scales. Future work will extend the benchmark beyond students to creative workers and educators and will test pre-post changes in pilot interventions.

5. CONCLUSIONS

This study lays the groundwork for a shift in how IPR are understood and approached, emphasizing that mere coercive enforcement of the law is insufficient. The fundamental conclusion is that a preventive approach, rooted in education, values, and cultural engagement, represents the sustainable path to strengthening respect for IPR. Thus, cultural compliance rests more on the recognition and appreciation of creative effort than on the fear of sanctions. The central conclusion underscores that a sustainable strategy for preventing digital piracy can only be achieved through the shaping of mindsets, education, the strengthening of collective values, and the cultivation of active cultural engagement. Respect for IP is not grounded in fear, but in the internalized appreciation of creative effort and in the understanding of its role in fostering social progress.

The anticipated analysis highlights that mindsets regarding IPR are shaped through the interaction of social, cultural, and digital factors. When social environments tolerate or even

normalize piracy, and legislation is perceived as distant or irrelevant, infringement becomes not only accepted but also justified. Therefore, transforming these patterns of thought must be a priority in the process of preventing digital piracy. For this reason, a preventive approach to cultural compliance becomes a necessity. By reshaping social norms and fostering responsible attitudes, the acceptability of digital piracy can be reduced.

The scientific endeavor concludes that IPR must be reconceptualized as a civic and ethical responsibility, not merely as a set of legal or economic norms. Compliance does not stem exclusively from external constraint, but rather from an understanding of the reasons why individuals choose to respect or disregard these rules. From this perspective, education becomes a process of cultural formation, encouraging critical reflection, empathy, and value alignment with the intellectual labor of creators. Based on this analysis, the research contributes on multiple levels:

- conceptually, it clarifies that cultural compliance does not reduce to mere knowledge of the law, but is a complex process involving emotions, social norms, and collective identity;
- methodologically, it proposes an integrated framework of analysis and validation, combining qualitative and quantitative methods to capture the specific dynamics of perception formation regarding IPR;
- practically, it offers preventive solutions through education, digital citizenship curricula, awareness campaigns, and participatory platforms, all oriented toward cultivating a digital culture grounded in respect and responsibility.

In conclusion, the study demonstrates that combating digital piracy cannot be reduced to a matter of law enforcement but must be understood as a process of cultural transformation. A culture that values IP is a culture that respects critical thought, creative effort, and social integrity. In this sense, IPR assumes the character of a social contract between creators and the community, an agreement grounded in mutual respect, collective responsibility, and a shared

commitment to innovation and progress. Thus, prevention is not limited to the avoidance of infringements, but becomes the foundation of a sustainable digital society, in which creation is not only protected by law but also honored by conscience.

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Modelarea mentalităților privind proprietatea intelectuală: O abordare preventivă a conformității culturale și a pirateriei digitale

Lucrarea explorează rolul mentalităților colective și al intervențiilor educaționale în cultivarea respectului față de drepturile de proprietate intelectuală (DPI) și în combaterea contrafacerii și a pirateriei. Într-o economie tot mai digitalizată și bazată pe cunoaștere, proprietatea intelectuală reprezintă atât un motor esențial al inovației, cât și un activ vulnerabil expus încălcărilor. Bazându-se pe perspective interdisciplinare din domeniile dreptului, psihologiei, educației și economiei, studiul investighează modul în care se formează atitudinile față de DPI și cum pot fi acestea influențate prin strategii direcționate. Cercetarea propusă utilizează un design mixt, îmbinând chestionare cantitative cu interviuri calitative, având ca obiectiv dezvoltarea și validarea unui model de intervenție fundamentat pe consolidarea legislativă și pe acțiuni educaționale. Rezultatele sunt menite să contribuie la o înțelegere mai amplă a conformității sociale față de DPI și să ofere perspective aplicabile factorilor de decizie, cadrelor educaționale și organismelor de aplicare a legii.

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