

# NAVIGATING SLOWBALIZATION: CULTURAL ADAPTATION, STATE STRATEGIES, AND LESSONS FROM ASIA (2001-2025)

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## ARTICLE HISTORY

**Received:** 6 April 2026

**Revised:** 20 April 2026

**Published:** 1 May 2026

## ABSTRACT

This comprehensive article examines the intricate dynamics between local, national, and global cultures in Asia during the first quarter of the twenty-first century, a transformative period marked by intense hyperglobalization and the subsequent transition into "Slowbalization". Utilizing rigorous documentary research and comparative analysis, the study critically investigates the structural determinants of cultural success and failure across five distinct Asian nations: South Korea, Japan, China, Indonesia, and Laos. The findings effectively challenge the traditional paradigm of unilateral cultural imperialism, revealing instead that Asian cultures actively negotiate, hybridize, and generate significant counter-flows against globalizing forces. Success in the contemporary global cultural arena relies heavily on proactive state policies, comprehensive creative-industry value chains, and the strategic integration of modern digital technologies, as demonstrated by South Korea and Japan. Conversely, without robust community empowerment and strict regulatory frameworks, unregulated cultural commodification can severely erode authentic local identities, even within UNESCO-recognized heritage sites like Luang Prabang. To successfully navigate the digital complexities of artificial intelligence and platform economies, the paper proposes the Five-Dimensional Cultural Adaptation Framework, offering a strategic roadmap for policymakers to effectively transform invaluable cultural assets into sustainable geopolitical power and lasting economic advantages throughout the coming decades of the twenty-first century.

**Keywords:** Globalization, Slowbalization, Cultural Adaptation, Cultural Commodification, Asian Cultural Dynamics

**CITATION INFORMATION:** Chanchaipitiphat, N., Namdet, R., Wongmahesak, K. & Sriyakul, T. (2026). Navigating Slowbalization: Cultural Adaptation, State Strategies, and Lessons from Asia (2001-2025). *Procedia of Multidisciplinary Research*, 4(5), 2.

**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

**Conflicts of Interest:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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