“Should Archaeologists be Talking to Economists?”

Antipathy runs deep between the heritage professions and the worlds of business and economics, often with good reason. In a global context of declining resources to support archaeological exploration, conservation and education in the social sciences, however, this lecture questions whether a different stance is required for the future. Not only do the two disciplines often talk past one another, the tools proffered by economists to cultural heritage advocates have proven of little practical use in most countries. Yet interest in utilizing heritage resources to promote economic development is rising steadily throughout the world. If the heritage professions are to benefit from and help to direct that process, and in the process build support from cash-strapped governments for broader research and educational priorities, heritage specialists need to take the lead in pushing economists to share vocabularies and improve techniques.

Peter G. Gould is a consulting scholar at the Penn Cultural Heritage Center of the University of Pennsylvania and an adjunct professor at the American University of Rome. He received his Ph.D. from University College London’s Institute of Archaeology in 2014 based on research into the applicability of common pool resource theory to long-surviving heritage and economic development projects in Belize, Peru and Ireland. He is a founding director of the Sustainable Preservation Initiative and a member of the Board of Overseers of the Penn Museum of Archaeology and Anthropology. Prior to his work in archaeology, he was an investment banker and corporate turnaround specialist, in which roles he has led over 30 companies and served several non-profits, including as chairman of the Zoological Society of Philadelphia. Early in his career, he served as Senior Economist and Special Assistant to the Chairman of the President’s Council of Economic Advisers and as Deputy Assistant Secretary for Export Development at the U.S. Department of Commerce.

Wednesday, November 12, 2014
12:00pm - Seminar Room

Location: 488 Escondido Mall
Building 500
Room 106

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