

GLOBALIZATION - 'ECONOMY WITHOUT BORDERS'

COSMIN SERGIU CREMENE *

ABSTRACT: *Globalization is perceived differently by theorists: some consider to be a positive phenomenon bringing benefits and progress, others see it as a phenomenon bringing imbalance and social polarization. From my point of view, this phenomenon has both positive and negative aspects. Globalization is an irreversible phenomenon that has an impact on all spheres of life (economic, social, political, cultural) and that brings both benefits and losses.*

KEY WORDS: *Globalization; Social evolution; Social change; Society.*

JEL CLASSIFICATION: *F60, F61, F62, F64*

1. INTRODUCTION

Globalization is a phenomenon whose effects are visible both at the transnational and national level, as well as at the individual level. A consequence of globalization is the emergence of community blocs such as the European Union, but also the elimination of borders of any kind in terms of communication between the simple citizens of different states. Another consequence of globalization, but this time reflected at the individual level, it appears from the statement made by Anthony Giddens (2007, p.7): "Whenever I open a computer, I send an e-mail, I look for information on The Internet, I open the TV or the radio, I contribute actively to globalization and at the same time I use it".

I believe that trade liberalization and the creation of a borderless economy like a double-edged knife, because these processes have led to the emergence of multinational companies, which are responsible for employing more than half of the total workforce in developed economies and for about 80% of all internal business transactions" (Mullard, M.,2004, pag.16), so they make progress. Trade liberalization is regulated by the World Trade Organization, which has been harshly criticized over time by developing countries for deepening global poverty and economic differences between developed and developing states.

* *Research Assistant, Ph.D., University of Petroșani, Romania, c.sergiu@yahoo.com*

The reproach to the World Trade Organization was that the policies promoted by it burdened the third world and were developed in the interests of developed countries. But the rise of states like India, China and other states in the less developed world contradicts this theory and shows that globalization is not just a means by which the West dominates the rest of the world.

The nineteenth century witnessed the emergence of globalization. Industrialization allowed the cheap production of household goods, while the rapid growth of population created the phenomenon of demand support for commodities. Globalization, during this period was decisive. After the opium wars and the end of the British conquest of India, the majority populations of these regions became consumers of European exports. Thus, during this period, areas of sub-Saharan Africa and the Pacific Islands were incorporated into the world system.

Over time, the conquest of new territories around the globe, especially sub-Saharan Africa by Europeans, has led to the discovery of important natural resources, such as rubber, diamonds and coal, and has helped fuel trade and investment between the powers of European imperial states, their colonies and the United States. John Maynard Keynes states that "a London resident could order by telephone, as he sips his morning tea, various products from all over the world, and reasonably expect their early delivery at his door" (Keynes, J.M, 1936).

2. SOCIAL EVOLUTION

Social evolution is a set of transformations that a society knows, over a long period, usually exceeding one or more generations, having a cumulative effect, lines and curves that describe the meaning of the movement, the general tendency. Social evolution is only observable from an altitude. Social change is rather an observable and verifiable transformation for a short period of time. The same observer may, during a life or a period of his life, know the result of a development. In addition, social change is located geographically and socially (within a geographical area and within a socio-cultural framework). The distinction between the two notions is important. The "sociologies" of Comte, Spencer, Durkheim, Marx describe and explain the secular tendencies of human society. Contemporary sociology, on the other hand, without neglecting the contribution of the evolutionary conception, focuses on the dynamic aspects, presents itself as a sociology of change. (Borza M,2010, p.13-15)

Social change must be disassociated from the event. A choice is an event, a strike, a meeting, a fire, etc. The event can be part of a social change, it can accompany or cause it. The events in Timisoara in December 1989 triggered the profound social, political and economic change of the Romanian society. But an event is not always necessary to trigger a change. And not always an event causes a change. The movements of the miners in the Jiu Valley, the workers from Braşov or the students from Iasi did not trigger the change.

A great deal of change is needed in the "normal order" and in the daily life of social (information, rights, responsibilities) to trigger the phenomenon of change. The structure of the social organization, the functioning of the old social organisms must be

affected to diagnose the change. Finally, if the change affects a person or a small group, it does not have the characteristics of a social change.

Socialization leads to profound changes, favoring conformity to a behavior or social environment, but this only affects isolated individuals or small groups. Only the change of opinions or attitudes that affect large groups, large communities, can be considered social change.

A characteristic phenomenon of globalization is the redirection of industrial production to developing and poorly developed states. In the pursuit of profits and the pressure of environmental legislation in developed countries, the major concerns are transferring production capacities to the states in the process of modernization or to the states of the third world.

Historically, trade has been a source of economic development and cultural exchange for a significant number of civilizations. Currently, trade is a weapon and a blackmail tool that is based on power rules and helps polarize the world. The access of small and poor countries to the instrument of decision, in a fair way, is blocked and almost impossible. (Bauman Zygmunt, 1999)

One of the effects that globalization has had on social protection systems has been for example the creation of a mutual information system MISSOC (Mutual Information System on Social protection). This network aggregates the information on the main social protection systems in the Member States and also creates a network of correspondents from national authorities.

Also, the existence of the European Social Model is clear evidence that globalization has an impact on social protection systems. The fact that there are some tendencies at European level that must be followed in order to modernize social protection systems is a proof that the phenomenon of globalization has left its mark on this area as well.

For many, globalization is a process of domination of the powerful, and in this context the discrepancies between the rich and the poor deepen, the ranks of the poor grow, civil society is threatened, an increasing number of people become poorer, and governments become enslaved.

Although many accept globalization in general terms, few agree with its significance, because, ultimately, the debate is between pessimists and optimists.

For me, globalization is an inevitable process caused by new technologies in the field of electronic communications, transport that allow information, people, capital and goods to cross borders and reach the farthest corners of the world with amazing speed. I believe that this transformation of the world into a global state, accompanied by economic and political changes, is capable of opening yet unexplained possibilities of prosperity to all the inhabitants of this planet.

3. GLOBALIZATION A ECONOMIC FACTOR

Globalization is responsible today for reducing the number of people employed in the productive sectors of the economies of the developed countries and for the pressure that determines the reduction of the salaries of the people with lower qualification.

A stronger effect of globalization has been felt at the level of financial markets that already have a global dimension. Capital can move quickly from one area to another, being the first to forecast the crisis phenomenon, both economic and political, so governments are required to regulate the conditions of development of the global financial market. In modern society, a special emphasis is presented by the dynamics of needs and the level of claims.

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At the global level, the process of globalization is experiencing different evolutions, with visible contrasts between different geographical areas.

There are considerable differences in the way we look at the problem of globalization even within the same state. So there are differences between western and eastern Germany between South and North Korea and between Taiwan and China. There are situations in which one of the parties chose or was forced to choose "isolation" while the other adopted "economic integration".

Globalization has also led to the modification of the managerial model. The managers can no longer limit themselves to the current problems of the company and to the knowledge of the conditions of running the businesses in the country in which they operate.

The manager is obliged to keep abreast of the innovations in the field that appear worldwide, with the trends of the market evolution and even with prospects of development of the global competitors.

Within the multinational companies the training of the managers is directed towards the strategic orientations of the company, their implications and on stimulating the spirit of innovative entrepreneur.

Globalization is implemented through multidisciplinary solutions by managers who take responsibility for local decisions.

Globalization would be the process by which multinational corporations move money, factories and products around the planet in search of a cheap labor force, cheap raw materials seeking to benefit as much as possible from the facilities offered by national governments and bypass at the same time protection laws very restrictive consumers, labor protection and environmental protection. From the point of view of ethics or morality, they face very low values. (Mihai Pricop, Adrian Tantau, 2001).

Money creates to a certain degree social status, social prestige, economic, societal and also political power, as well as increasing possibilities of influence. Money does not only form a clean environment for interaction, but it plays an increasingly important role within modern society and in other socio-cultural frameworks.

In the social sciences, the theme of change was imposed through sociology. A. Comte, by "the law of the three states" proposes a guiding thread of the evolution of humanity. After knowing the theological phase, marked by superstitions, people entered

an abstract stage, rational, before knowing the articulation to the real and to the thinking, in a positive age.

Comte proposes to divide the sociology into two main parts: static sociology, the one that studies the order, the way in which the members of a community reach consensus, in order to maintain and make the society work and the dynamic sociology, the one that has as concern the progress, that is the transformation of the society through the history of humanity. Durkheim, for his part, asserts that the division of labor allows one to move from mechanical solidarity to another, founded on organic solidarity. We should also remind Spencer, with the law of universal evolution, Pareto for the analysis of the "movement of elites", Simel for the study of conflicts. Finally, the sociology of Marx and Engels is a sociology of change. The idea of evolution, transformation, change crosses many of the sociological conceptions.

Most contemporary analyzes retain, in one form or another, the paradigm of change. The temporal dimension will also need to be taken into account. Evolution refers to long-term progressive transformation, while the event may or may not lead to profound changes. Within a system and regardless of its characteristics, adjusting operations frequently involve upgrades, which Parsons calls balance changes.

According to Rocher, social change can be defined taking into account four main characteristics:

- manifests itself as a collective phenomenon, thus implying a collectivity or an important sector of it, affecting the conditions and way of life, the mental universe of individuals;
- is structural; modifies the social organization in its entirety or its main components; it is important to be able to identify and describe the structural or cultural elements of the changing social organization, and this with sufficient precision (example: a new organization of social institutions, a new distribution of authority, identification and use of new communication channels);
- it can be described as a transformation in time, as a sequence between points T1, T2, ... T, marking the difference between the starting situation and a reference point;
- it is durable, has a permanent character, which means that the transformations are not superficial or ephemeral.

From the four previous characteristics, it can be deduced that social change affects the course of the history of a society, the meaning of the activity of the social actors, facilitating the appearance of the active elements, of the agents of change as factors of progress. Their role is extremely important, they identify the rhythm of change, by propagating ideas, values, innovations, new behavioral styles. The change does not concern only some social actors, but important groups or social segments of a large community, involving phenomena and sets of actions that are constituted in social processes with structural and historical resonance.

In an attempt to identify the trends that may contribute to the diagnosis of change, (1991) believes that we must first discover the causal links involved in a well-defined social field. They will be considered first, institutions, ritualized situations. Their behaviors and models, attitudes, feelings and opinions, values and beliefs will, for the

beginning, be deliberately excluded. Of course, substance trends cause behavioral changes.

But the reverse is not always valid: changing opinions and even attitude does not automatically lead to the transformation of the basic institutions. Nor can political decision be considered a sure trend. Decisions, regulations, even laws, do not transform behaviors and institutions. We can illustrate this assertion with an example from our recent history: countless laws, decisions, "decisions" of ameliorative nature made by Ceausescu had no effect on the social structure and life of the actors.

Forsé opinion is that we can call only trend that change is unequivocal (irreversible) long and massive. It must be able to be judged qualitatively (depending on the structure of the institutions) and quantitatively, with the help of observable and measurable indicators. A trend appears, then, that a diagnostic theory, thanks to which is given a sense of a set of empirical development and describe the relevant parameters, societal this area. Researching the main trends of societal transformation in the last twenty years. He organized them into a matrix that bears his name. Here are some of these trends: young people: they are characterized by instability (unemployment, cohabitation); the third age: life expectancy increases, late withdrawal, the invention of new life and leisure models; social identification: diminishing the role of classes, increasing the role of local, family, professional micro-groups; parenting: it remains the main support of sociability - children often stay close to parents, exchange and service relationships between children and parents are frequent and intensify;

The Greek philosopher Heraclit has shown that you do not walk in the same evil twice, the second time the evil is different because the water flowed through it, and the person concerned has undergone some changes. There is a continuity in the form of evil and in physical form, we can say that each remains the same even if changes have taken place.

4. HUMAN SOCIETY

Human society can be described as a constantly changing society, subjecting both citizens and government structures to adaptation. Throughout human history, through technology and technology, human creation in general, human society, man has made an important contribution to enriching and complementing the environment with his own creations, both in terms of positive and negative aspects.

The evolution of human civilization in the last two centuries has been marked by two major processes that have affected human communities throughout the planet. I refer to the process known as modernization respectively post-modernization. Both processes involve the fundamental restructuring of society as a whole, inducing changes in all subsystems of social life: economic, political, social and cultural.

The urban way of life results in a certain alienation due to the breakdown of the traditional social networks based on kinship. All hierarchical criteria tend to be subordinate to the economic criterion. The society tends to be no longer a hierarchical one, and social mobility increases both horizontally (village-to-town migrations) and vertically (exceeding inherited statuses). There is a gradual increase in the belief in the power of science to control human destiny, resulting in the secularization of the whole

society and the rethinking of the entire system of state organization on efficiency criteria. The last century of the second millennium brought in Western society, advanced, emerging to a society defined as post-modern society (Web page. <http://www.rasfoiesc.com/business/economie/Efectele-globalizarii-asupra-s57.php>.)

The new society is characterized by the explicit orientation of individuals towards higher needs, by an increased tolerance and acceptance of the diversity of lifestyles, by globalization and the resurgence of local governments and communities. At the individual level, there is an openness to new experiences, the renunciation of the authority of tradition and the ordinary, planning, investing in education, increased interest in participating in political and social life.

Both in the industrial era and in the post-modern era, the process of global expansion and integration of markets was favored by technical and technological progress. What they were: electricity, telegraph, telephone, steam and explosion engine, electric motor, but especially the railways for the 19th century, are now the internet, mobile communications, computing technique, artificial intelligence.

Nowadays, globalization becomes the source of historical changes that upset knowledge systems, mentalities, behaviors, action of governments and state institutions, conceptions of sovereignty, state order, citizens' rights and freedoms, principles of cooperation, forms of work and production, criteria of justice, social, practically the whole life of nations changing.

The change that the phenomenon of globalization brings aims at the accumulation and economic growth, the technological development, the efficiency of the modes of social organization, the establishment of the goals of the society and the type of social interactions, the modification of the values shared by individuals, groups and communities.

As the effects of globalization manifest, new and new threats make their presence felt, new ones appear and wait for answers. Political decisions are proving difficult to structure, if only for the fact that some of them can produce the desired effects and long term may prove catastrophic in years. Science and knowledge will have to play a central role in the process of developing the global society that is about to be born.

Distances that were not very long ago in a few years, are covered today in a few hours. We can communicate anytime, with anyone from any corner of the world. Despite the ever greater closeness and overcoming of barriers as a result of the unprecedented increase in the speed of information flow, the ability to communicate emotions and deep soul states is declining. Loneliness tends to become "a serious social country, in the midst of communication, in the US for example, over 26 million people live alone.

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