CULTURAL PROCESS-LIKE FORCES REQUIRED IN ORDER TO MOVE FROM THE CURRENT ECONOMY TO THE NEW ECONOMY RELYING UPON INTANGIBLE RESOURCES

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Abstract: *The hereby paper shows that change, knowledge, and globalization guide the process-like expansion towards the new, contemporary economy as well as the fact that the modifications of the economic structures occur owing to technological development. Meantime, the paper also deals with new issues connected with a model of the advancement of the field of natural resources exploitation and capitalization towards a knowledge-based economy. Nonetheless, it is possible that the public policies of the new economy might represent the main factors of inducing malfunctioning on the markets, as long as their strategic and tactic content is not relationally and indicatively balanced within the new formulas of economic production/ reproduction, as displayed by the field of natural resources exploitation and capitalization.*

Key words: *culture, technological development, change, knowledge, new economy.*

1. Introduction

The synthetic analysis of the beginning of the new economy might exhibit apparently nonconventional phenomenological and process-like aspects.

The alternative of a "chaotic" transition towards a new era is possible, which is characterized by "shocking" changes, global competition, increased circulation of data within communication fluxes, growth of business complexity, and unstoppable globalization.

A new "temporal area" of the new type of self-adjusted businesses appears to emerge, with infinitesimal finite elements, completely quasi-continuously micro-controlled.

In short, "*a new cultural and economic environment*" comes out, as compared with the current one.

Among the elements that guide the advancement of the current cultural and economic milieu towards the new economy relying on intangible resources, the following ones may be considered fundamental:

a) *Change*. Change is rapid, complex, and continual. In fact, change/ changes determine, according to the present-day meaning, the decrease of predictability and the increase of incertitude.

b) *Knowledge*. At a moment when intellectual capital becomes a primordial strategic factor, decisional entities may inversely cover the pyramidal surface or the area of the organizational triangle that emphasize the ratio "managers – performers". Such an inversion appears as shocking.

The quantitative and qualitative primacy of the structure may be incumbant to the managers as compared to the performers.

In other words, it is possible the "upside down" reversal of the organizational triangle.

c) *Globalization*. The incipient instauration of information, as a predominant factor and resource in economy, is already visible. An increased interdependence of businesses may be perceived together with global hyper-competition as well as the effacement of the borders between research and development, technologies, production, trade, finances, communication and integrated information.

As a result, the opinion, according to which the new economy *is not a given emergence*, an invention or an innovative "breaking" product, is fully entitled; the new economy rather represents the result of processing the current economy, in a infrastructural material and human quasi-continuity, changed/ dominated by knowledge and globalism.

2. Change, Knowledge, and Globalization in the field of natural resources exploitation and capitalization

The three forces (*Change*, *Knowledge*, and *Globalization*) guide the process-like expansion towards the new economy (*fig.1*).

It may be inferred that change (C), Knowledge (K) and globalization (G), actually manifest as a process engraved on the form and content of current economy.

In fact, the three conceptual aspects exhibited above may be included in the "forces" that guide current economy towards the new economy.

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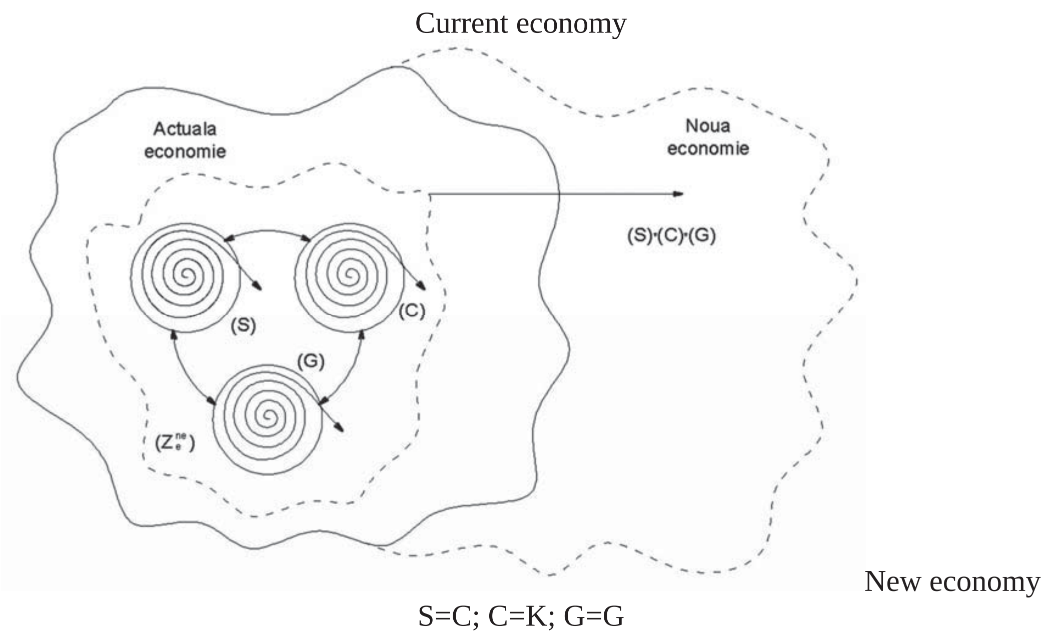


Fig.1. *Forces of gradual guiding in order to formalize the new economy*
(C)= change; (K)=knowledge; (G)=globalization
(Z_e^{ne})= area of expanding the new, processed economy on the current economy

They are organically/ intrinsically/ logically interconnected with the potential changes of the market (P) (*fig.2*), of the company (F) (*fig.3*), and of labor (FM) (*fig.4*), from current economy towards the new economy.

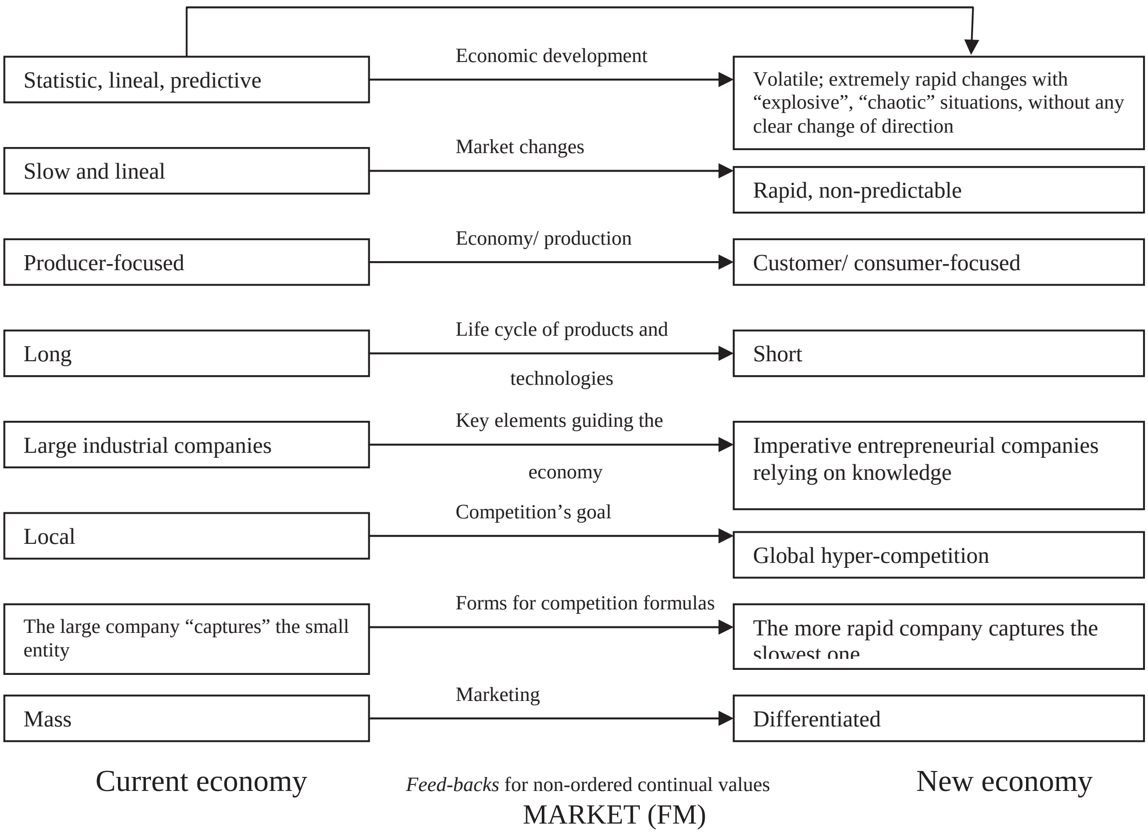


Fig.2. *Potential changes of the market determined*
by moving from the current economy towards the new economy

New "areas" for business, possessing new characteristics, are created, where the present-day void "territories" are going to host opportunities for technologies offered by strategic investors; they are going to produce "faster" than their competitors.

According to the current economic vision, growth, for instance in the field of extracting the useful mineral resources, occurs through discontinuities and determines interval disruptions due to the coming out of new industrial fields and disappearance of others, considered obsolete.

The new economy might witness an "overall" increase, as a result of the fact that a pronounced *human creativity* manifests quasi-continuously in all the fields.

The new extractive entrepreneurial economy offers, under the hereby terms, new, unlimited opportunities for companies.

Meanwhile, due to the increase of the complexity of the models of natural resources businesses, new opportunities of attracting those who operate within the new economy are generated.

The power of the customer/ consumer is going to gain importance and primacy, this being the result of the convergence of the long term tendencies of development, and not necessarily of the short and medium time intervals.

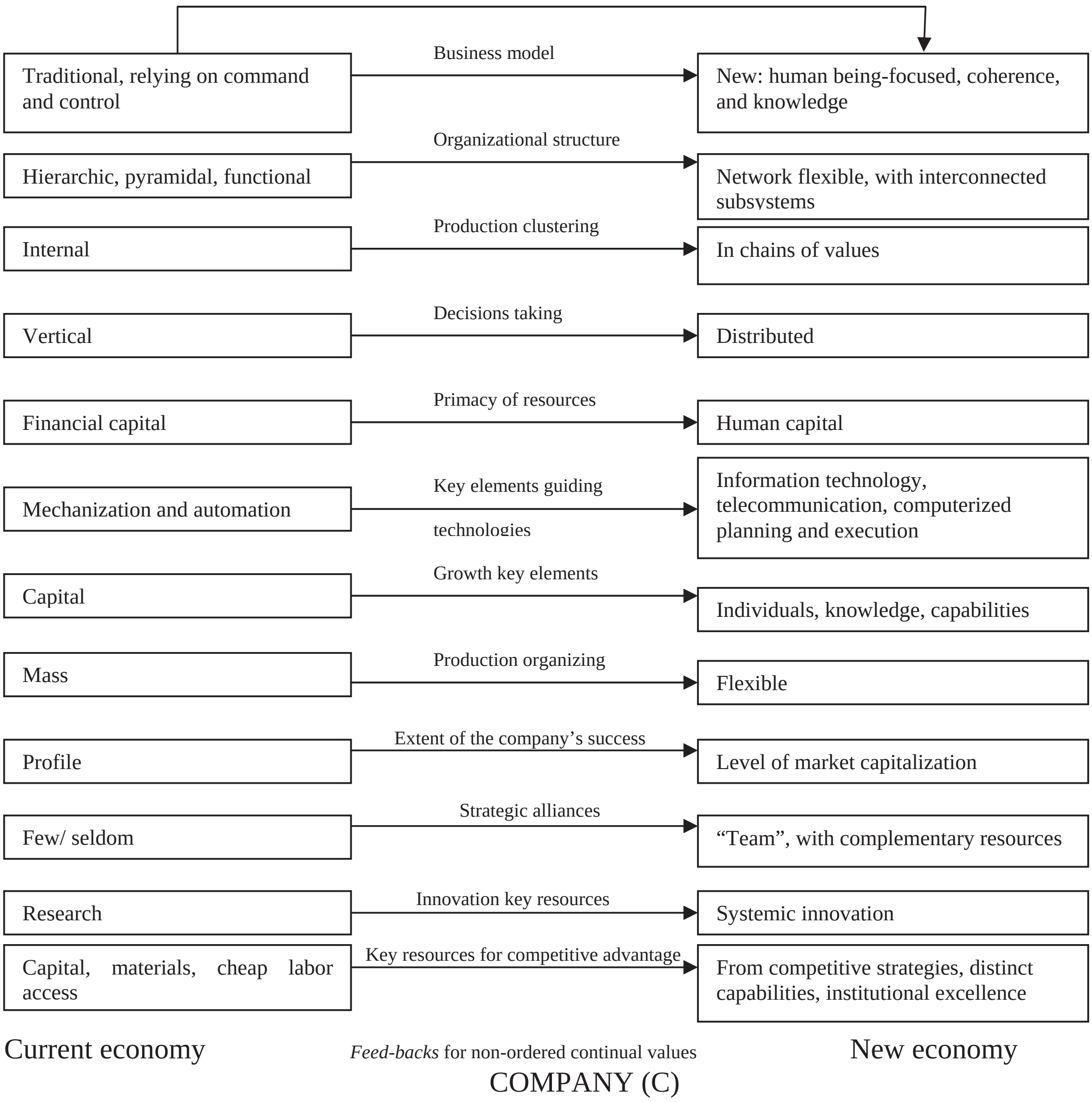


Fig.3. *Potential changes of the company determined by moving from the current economy towards the new economy*

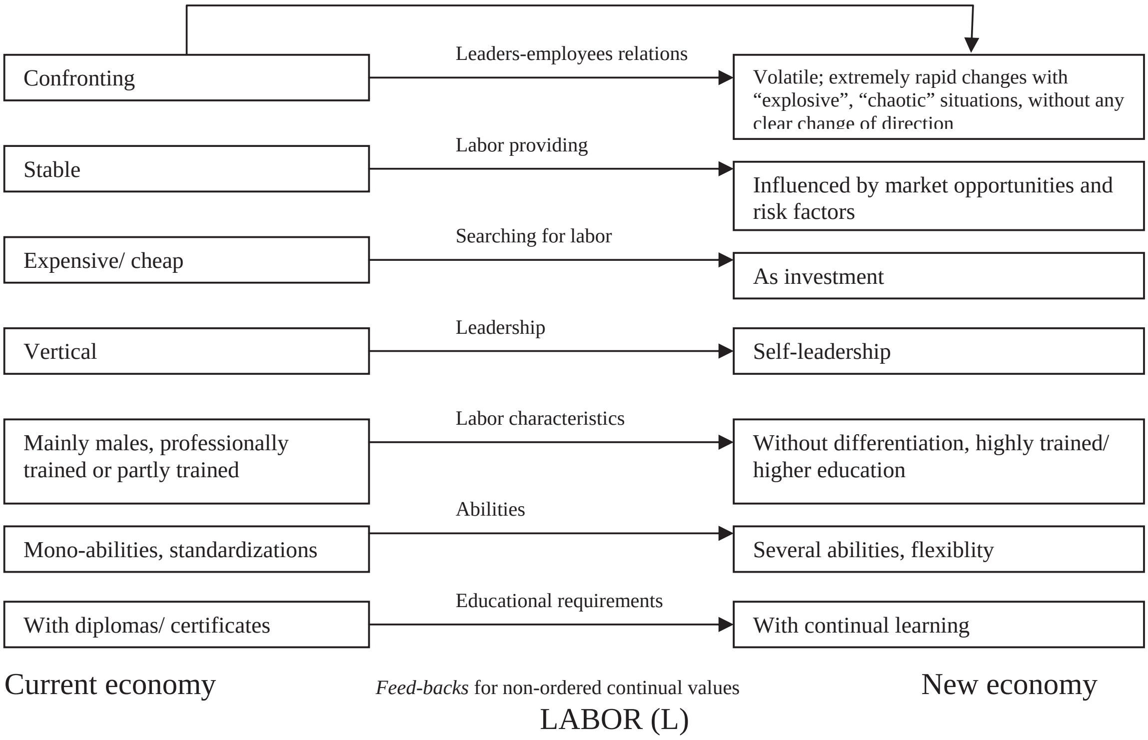


Fig.4. *Potential changes of labor (L) determined by moving from the current economy towards the new economy*

Knowledge becomes a resource in the value structure of businesses, "associated with the new competitiveness" in the field of natural resources exploitation and capitalization.

The transfer of "power" from producer to consumer relies on a *new content of* value, namely on a new *definition of* value, found in knowledge products.

The increased speed of "productive and economic movement", for instance, from the mining area towards the area of informational technologies, products' intangibility, and connectivity might dominate the economic and social field of the future society.

3. A model of the advancement of the extractive field towards the knowledge-based economy

Technological and business strategies of the current economy rely on the *pre-definition of the* input, while within the new economy; the operational support relies on *reinventing all possible* input, in order to become a „real, effective input".

In terms of control, it is considered that, at present, it targets the protection of the consistency of the economic process, while, in the future, it is going to become *self-control for creation/ creativity.*

In natural resources businesses, modernity relies on contractual functioning; nonetheless, during the next stages, *meta-contracts* or *trust* may become operational in the productive/ reproductive fields as well as in distribution/ consumption.

Knowledge is now *pre*-specified, relatively static, yet, it may become dynamic and *"structurally built"*, distinctive as a main resource.

The culture of information should also become a discipline/ disciplinary in the field of exploiting and capitalizing natural resources.

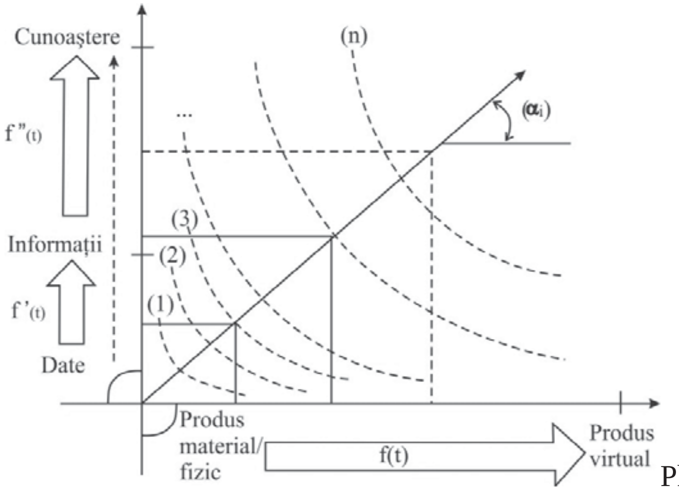
Information fluxes are not enough; it is rather important to possess the methodology of using and re-using knowledge, which provides the connection with the process of "creation/ knowledge creation".

"Good information of the individual and in real time" represents the key of the operational predictability of knowledge in the new economy.

Dynamic structures may activate initiative and creativity, owing to the fact that individuals are no more tangent to knowledge, but find themselves immersed in the content of knowledge.

Under such circumstances, it is considered that, from the physical/ material product in the field of natural resources exploiting and capitalizing, to the virtual one, namely from the data-information towards knowledge, the sequence of stages of advancement towards the knowledge and risk-base economy starts *(fig.5).*

Knowledge Information Data



Physical material product

Virtual product

Fig.5. *Model of the advancement in the field of natural resources exploitation and capitalization from industrial economy towards knowledge economy*

$f_{(t)}$; $f'_{(t)}$; $f''_{(t)}$ ... = *time functions; (1); (2); (3), ... (n) = evolutional stages;*

(α_i) = *angle afferent to the acceleration of the advancement.*

The whole evolutional system is quantified according to time, accordingly underlining the dynamics of specific changes.

The new economy requires the delineation of the areas of presence and action of the "new state", from the perspective of its main role of "regulator" as compared with that of "interventionist" in the field of natural resources exploitation and capitalization.

The multidimensional and *multi-potential* opening of the overall form and content of the new economy only means the *providing of its functional framework*, and not self-functioning through self-regulation and continual, ideal corrections.

Consequently, the coming out of the "new regulating state" is predictable as it suits the conditions determined by the effective, operational emerging of the new economy.

Nonetheless, within the new economy, *public policies* might represent primary factors inducing the malfunctioning of markets, as long as their strategic and tactic content are not relationally and indicatively congruent within the new formulas of economic production/ reproduction, the manner the field of natural resources exploitation and capitalization shows.

The new economy, nonetheless requires the "remodeling of economic theory" in order to explain again the interventionist meaning of the state in production and reproduction in the field of natural resources exploitation and capitalization.

At present, current economy is supposed to possess, to a large extent, its *advancement through corrections.*

We consider that, *in case public policies would function objectively,* and public authorities would prove to be independent and efficient, then such a behavior relying upon corrective interventions, might be both functional and efficient in the field of natural resources exploitation and capitalization, yet, not sustainable.

The new behavior afferent to the economic thinking specific to the new economy should rely on natural better mechanisms, capable to mainly overpass the gains or losses associated with the policy of improved efficiency through corrections.

One may notice that public economic bureaucracy does not quasi-totally controls economy and its tendency in the field of natural resources exploitation and capitalization.

Under such circumstances, the field of natural resources exploitation and capitalization requires the updating of too liberal policies associated with applied economic analysis.

The previously mentioned aspects are determined as a dysfunction by the asymmetric attention given by the public factors to the issue and content of pure economic evolution.

In conclusion, *a new public economy* is necessary.

4. Conclusions

We consider that the field of natural resources exploitations and capitalization requires at present a so-called manifestation of *"inciting regulation"*.

The distance between the information potential and the motivational internal elements of the two categories of actors belonging to the process is visible: *a*) public and *b)* private.

In parallel, between "control" and "liberalization", in the field of natural resource exploitation and capitalization, certain difference manifest as a result of the accumulations or of the added values provided.

Public economic policies in the field of natural resources exploitation and capitalization frequently resort to the instrument of "capped price", as a correction/ control formula; even relying on a "monopole of the control" determining *political obstacles* within the new economy.

For instance, it is still difficult for Romania to create powerful competitive markets directly from the pre-existent public monopolies in certain fields (for instance, in 2013, in the energy field), where the operations of "inciting regulation" may be implemented only in a coherent manner, in relation to the producers, transporters, and distributors).

One may resort to the method of the "economic analysis of the *institutions"*, which, for deregulations-regulations may occur according to the following stages:

- Simple de-monopolization;
- Formulating restructuring policies;
- Creating new institutional grounds for markets;
- Creating new management institutions adapted for market operations;
- Strengthening the legal framework for the new institutions with adapted/ adaptable management.

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