

# **An image of Globalisation in the Context of Interdependence of the 21<sup>th</sup> Century**

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Motto: *“It starts raining over the horses’ ghosts which start  
dancing on a nowhere’s city streets”*  
(Octavian Paler)

## **Abstract**

*Globalization is one of the most important phenomena of the 21<sup>th</sup> century. There are plenty of definitions and analysis of globalization, with some being critical and others praising this amazing phenomenon. This paper presents the characteristics of globalization and describes the manner in which it influences the activity of European and worldwide companies. The paper itself it’s structured in 2 parts. In the first part we emphasize different theories of globalization, and its impact upon our world. In the second part we show the effects of globalization in detail.*

**Keywords:** *globalization, dynamic economy, unique global market, global firm, transformation phenomenon.*

Speed and lack of time are characteristics of human beings, we run not knowing where to go and why we do it, we ask ourselves who’s running the world, and the answers come from different sources, we admit the fact that a new global governance is on the verge of taking over both economical and political on the basis of a continuous globalization. A question we need to put to ourselves is in what measure globalization influences the transformations that take place nowadays. In the same time we should be aware of what globalization is. Is it

important or it's insignificant?<sup>1</sup> The answer to this question is based on the analysis of characteristics globalization has and its way of developing. It's necessary to look at the main opinions regarding this phenomenon and analyze the way it manifests. We have some theories we can treat objectively or some in which we can be trapped in different problems regarding other theories.

### *1. Presentation of Globalization in the 21<sup>st</sup> century*

If at the European Union level we have the unique European market model, this model having reached a number of 27 states with different economic development levels, at the global level we are part of an accentuated globalization. Globalization manifests at the level of a global market, in which actors from all countries perform, only that some of them are sellers, some of them are customers, some of them win on short term, some others lose on long term, some might have more to win, some more to lose. Big games at global level relate to the future of an interconnected and in the same time dynamic economy.

In Business Dictionary, we can read that Globalization represents the “free economic, financial, commercial circulation in the entire world and the integration of communication. Globalization involves opening to everyone, beyond the local and national perspectives towards a new interconnected and interdependent world in which goods, capitals and services are free of charge”. Through these characteristics we can admit that the phenomena of Globalization requires knowledge, mutual understanding of different cultures and imposes a proper informal but in the same time a promotion of the economic and cultural collaboration worldwide. On this matter, *The Globalist* launched in 2007: *The initiative of global education*. Promoting a “open global economy”<sup>2</sup> sits at the basis of maintaining the right frame for running this competition at a global level, competition which generates investments and quality. There are various methods of looking at globalization. Globalization can determine changes in the paradigm of thought and action. Changes operated at the highest level made certain areas evolve unpredictably. Beyond the end there is the virtual reality, the horizon of a

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<sup>1</sup> Tiberiu Brăilean, *Globalizarea. Numele nimicului*, Institutul European, Iași, 2005.

<sup>2</sup> Robert Giplin, *Economia mondială în secolul XXI. Provocarea capitalismului global*, Polirom, Bucharest, 2004, p. 259.

*programmed reality*<sup>3</sup>. The virtual Reality evolves in the same time with globalization.

Globalization represents a way to think of categorizing the world according to the principles of the only system that has survived the Cold War, the capitalist system of producing goods. This system has as network heads the new big economic units which are after the profits, but which have to focus more and more towards investing in human capital. Tension and several issues between the plurality of cultures and the development of a commercial cosmopolitanism reveal the complexity of reactions which appear at the birth of a unique global market. Starting from geo-economy and from the technical networks of information in real time, in the 80s there is a wide spread of globalization vocabulary, term derived from English, former an Anglo-Saxon word, synonym with the French word mondialisation. Globalization represents the free movement of capital, accompanied by the world financial market domination and by the multi-national corporations, on national economies.

Globalization can be looked at from a positive angle as an important factor of interaction, competition, but also negatively as an important factor of uniformity. From the financial networks, the notion of globalization will extend to the economic and cultural networks, due to the marketing and management specialists.

Grahame Thompson and Paul Hirst in *Globalisation in Question*<sup>4</sup> identify 3 weak points of globalization: the absence of a common model of the new global economy, the lack of a clear model which the new economic tendencies report to and the lack of historical vision. Still, the increasing competition at a global scale implies a worldwide strategic vision for planning the markets. This tends to go towards a new universal standardization for the newly economical units. The company represents a dynamic “whole”, and its globalization is both internal and external. In the context of a global company there are no rigid hierarchies, a new model of communication will be adopted, imposed by the free circulation of information.

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<sup>3</sup> Jean Baudrillard, *D' un millenaire à l' autre. La grande mutation*, Albin Michel, Paris, 2000, p. 284.

<sup>4</sup> P. Hirst and Grahame Thompson, *Globalizarea sub semnul întrebării*, Trei, Bucharest, 2002, p. 17.

Any globalised market strategy must be in the same time local and global. This project of integration of the global firm can't be dissociated from the creation of a newly formed culture, from sharing values, rituals and objectives, that have as a mission to make the global-local alliance happen and to ensure an efficient communication, the only guarantee for performance.

In the globalization field, we can affirm that the arcs of all component circles are represented by data, information and knowledge, keeping in mind that information is countless but knowledge is scarce. Investment in human resources attracts growth in profit and production within a company. Within the globalization's realm there are changes that determine global decisions and that is why an analysis of globalization regarding the transformations that are occurring faster and faster at a global level and also regarding the effects it produces on this level, is in order. Could this balloon be at any given moment ready to be broken? But even it breaks, and its interior remains hollow, there will be nothing in, though if anything remains will be available just inside the balloon for use only in the balloon, just by obeying the rules of adaptation in this new way of living?

There are many rapports regarding what is presently unfolding at a global level, everyone's positions in a well defined area and researches in different domains show that we can't know for sure if a certain opinion is better than the other one, all what is certain is that those global unfolding activities exist as long as they are well managed.

## *2. The effects of globalization*

Are we losing our identity, does the concept of a nation still exist, do we know what it stands for?

We do not know where we are, but we know that we are, we do not know where we are heading to, but we know that we have something to seek, we do not know what we are listening to, but we know the rhythm, we are able to feel how our condition changes from one day to another. "This certain something that occurs to us and which we have called globalization firstly signifies a complex of pending wide transformations of the human condition's parameters."<sup>5</sup> We notice a transformation, but although we transform in a sphere that few are able to understand, if they do, they localize it through a nothing integrated in everything,

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<sup>5</sup> Florin Erhan, *Globalizarea. În căutarea echilibrului*, Economical Publishing House, Bucharest, 2003, p. 31.

and those who do not understand it, put it aside, forgotten in the definitions available during several years. “For hundreds of millions of people, one thing is certain: there is no such thing as a globalised process.”<sup>6</sup>

Many people lose, but those few who are winning, have indeed a lot to win. Globalization owes much of its development to the technological process and imposes a new lifestyle, the global one, without any future and past and with an uncertain, yet satisfying present.

According to a fable written by Hannah Arendt, entitled *Heidegger The Fox*, a fox presented like a misunderstood creature, caught in a trap in the spider-web of its ideas, and most of all convinced that its ideas represented the ideas of the whole world, we could underline that we must neither fall into the trap of globalization, nor reinvent it, nor hide it, we must acknowledge it, objectively analyze it and learn something from this phenomenon. I extracted some ideas from the fable to illustrate the understanding capacity at a certain developing level: “There was once a fox so less sly, that not only it always fell into some trap, but it did not even know when it was in a trap and when not (..) It built a snare for burrow (...) *So many people visit me in my snare that I’ve become the slyest fox in the world.* And there is something true in all of these: no one knows better the nature of snares but he who spends all his life in one.”<sup>7</sup> And if the fox knows how to build a trap of globalization according to its ideas, it will always catch those who would want to know what this phenomenon means, and stop only to analyze its surface.

Each stage of history has its evolution determined by certain influences, more or less necessary, therefore we could say that for globalization the following expression suites best: “nothing new under the sun.”<sup>8</sup> Globalization is, however, in perpetual transformation, re-inventing and interpretation.

### *3. Conclusions*

In conclusion, all the references involving the globalization fact and the manner in which it is tackled and understood, this subject attests that the

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<sup>6</sup> Martin Hans Peter and Harald Schumann, *Capcana globalizării. Atac la democrație și bunăstare*, Economical Publishing House, Bucharest, 1999, p. 22.

<sup>7</sup> Vulpoiul Heidegger, *apud* Mark Lilla, *Spiritul nesăbuit. Intelectualii în politică*, Polirom, Iași, 2005, p. 85.

<sup>8</sup> Eugen Ovidiu Chirovici, *Națiunea virtuală. Eseu despre globalizare*, Polirom, Iași, 2001, p. 13.

globalization is not a new fact, but it has only slight differences when looking from one time frame to another. Every generation has globally lived, in different historical periods, and in this century, globalization manifests itself through symbiotic economic, social, politic relationships, between different states and companies throughout the world; we consume global products, feel its freedom of movement, freedom that is so natural. We have invented globalization because we live it, however, we should ask ourselves, what are its positive but also its negative aspects and also not to let ourselves be trapped by admitting that nothing means everything.

Presently, we could ask ourselves: what is that will come next in line?

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