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## GLOBALIZATION SEEN FROM THE PERSPECTIVE OF FIVE DIMENSIONS WITH SOCIAL IMPACT

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**Abstract:** *THE CONCEPT OF GLOBALIZATION IS PERHAPS ONE OF THE MOST POPULAR, ANALYZED AND DEBATED CONCEPTS IN VARIOUS FIELDS OF SCIENTIFIC ACTIVITY. AT EACH LEVEL OF ANALYSIS, THIS CONCEPT IS PRESENTED DIFFERENTLY FROM A THEORETICAL PERSPECTIVE AND IS EMPHASIZED AND ANALYZED FROM VARIOUS ANGLES OF APPROACH DEPENDING ON HOW IT IS REPORTED. THE SOCIOLOGICAL PERSPECTIVE OF THE CONCEPT OF GLOBALIZATION COMPLEMENTS THE OTHER PERSPECTIVES OF ANALYSIS, BRINGING, IN ADDITION TO SOCIAL IMPLICATIONS, SPECIFIC THEORETICAL ELEMENTS. THE MULTITUDE OF DEFINITIONS AND APPROACHES TO THE CONCEPT OF GLOBALIZATION IS SUMMARIZED IN THIS ARTICLE, TAKING INTO ACCOUNT FIVE DIMENSIONS WITH STRONG SOCIAL IMPLICATIONS OF THIS CONCEPT.*

**Keywords:** *GLOBALIZATION, THE DIMENSIONS OF GLOBALIZATION, SOCIAL IMPACT, GLOCALIZATION*

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### INTRODUCTION

Even though it was not known by this name, globalization has been present throughout history, but it has had different intensities of manifestation in human communities. General transformations and phenomena specific to globalization manifested themselves mainly at the end of the twentieth century and the beginning of the current century. Certainly, these manifestations have an important social impact, especially influencing the human, political, but also the economic factor (Deliu, 2011, p.45). Perhaps because of its social implications, globalization must be viewed first from a social point of view and then economically, culturally, politically and anthropologically.

Globalization is a process that transcends the individual and his needs, but not in the sense of a rigid determinism. The phenomenon of globalization has its own dynamics, an evolution that is influenced by a significant number of factors. People's needs are often defined by external factors, especially in the current conditions, when the means of persuasion indicate an incredible level of



perfection (Marin, 2004). Thus, the lifestyle of the people who live in the village communities, and not only, is now totally different from the community life of the people of the past.

What is certain is that the human species has evolved from the primitive stage to the level of contemporary civilization only because it understood that both individuals and groups of individuals can survive and develop only if they accept each other, while respecting their rights and obligations (Marcoci, 2013, p.56). In this sense, the implications of globalization are visible at different social levels and constitute several dimensions of approach.

### **1. THE ECONOMIC DIMENSION OF GLOBALIZATION**

Probably the economic dimension of globalization is the most studied and analyzed of the dimensions of globalization. However, this includes, as a matter of priority, the incorporation of the global economy, without being restricted to economic processes and interpreting globalization in a limited direction on an economic basis. The term globalization is used to present innovations in society and in the economy around the world, which come from the extended international trade and cultural exchanges. It traces the intensification of trade as well as investment thanks to the collapse of obstacles and links between federations. If we talk from an economic point of view, we often encounter discussions about globalization by referring to the effects on trade and in some places to its liberalization or free trade (Irimia, 2015, p.57-58).

Economic globalization also refers to the deepening of the abyss between rich and poor and the gravity of emerging a poor international social class, the deepening of intensities between different forces that could shake, in different circumstances, the economy and politics around the world. It is therefore essential to step up the actions on economic, technological and scientific factors that play a role in the process of globalization, to guarantee stable political ensembles, and to maintain free trade; the international financial system should become effective in cushioning the impact of crises, in certifying economic growth, and environmental protection must find its practical realization (Irimia, 2015, p.58).

National states must reconcile the economic interests of the population with those of multinational companies, often much stronger financially than the states that host them (Marcoci, 2013). Globalization mainly requires the liberalization and removal of national restrictions between national economies. If we talk about a global economy, the national term is no longer important and no longer arouses differences between companies; nor does the localization in a certain national space influence the results of a certain activity, because a geographical location in a market or global free economy at national level no longer has its place. Globalization allows the liberalization and elimination of national legislative and economic impediments because it takes place on the scale of the entire economy around the world and at the level of all components of economic activities. Globalization not only implies the removal of barriers between national economies and markets, but also removing the internal ones because “without internal liberalization, the elimination of barriers between nations is impossible” (Irimia, 2015, p.59).

Throughout the economic system, globalization leads to a recent international organization, fragmented between those states that are embedded in the global economy and those that are either left behind or oppose the provisions of a global order. The new international ensemble symbolizes the hope for the global spread of democracy, market economy and international multilateral cooperation, while those who do not believe distinguish it as an end to economic crises and new polarizing geopolitical and sociocultural powers. Such a global economic collapse could trigger the amplification of extremist nationalism, regional misunderstandings and, towards the end, a global economic turmoil (Sarcinschi, 2006).



The phenomenon of globalization can be determined mainly by its economic nature. The inability of national economies to largely satisfy all their own desires for development, only from their own resources through self-consumption, has led to the dissipation of economic isolationism. The receptivity of foreign economies required political will, but the decision was based on appreciable economic foundations. The trans-nationalization of the companies' activity is a normal fact that fits the normal expansion requirements. The expansion of companies with transnational capital and also the increase of the level of internationalization of their activity, determined their specialization on an international scale, attenuating the importance of the idea of national restriction, their overall activity not being sensitive to national restrictions or regulations.

Certainly, it can be said that the phenomenon of globalization requires the regeneration of economic and political ties between national economies. However, the following consequence arises: the greater the degree of integration and independence between components, the deeper are the harmful actions induced by the emergence of an imbalance, a crisis, or unfavorable evolution in one of the components participating in the global integrated system, and the more destructive is the effect on the whole system. So far, financial globalization has caused an increasing fluctuation of markets, which seems to become chronic, the speed of spread and the geographical area of crisis is expected to increase greatly, while, at the same time, globalization stimulates the development of competition (Marcoci, 2013).

Given these situations, the stronger the size of a company or national economy, the greater is their competence to cope with competitive tensions and to find effective crisis management mechanisms. In this way, companies will unite, acquire or form strategic alliances with other national companies or with foreign capital, thus facilitating the globalization (Voicu et al, 2010).

Of course, there are supporters of the idea that globalization does not require the suppression of the state and the idea of nation. This globalization implies the diminution of state interventionism, the decrease of the role of state authorities in creating national impediments between economies, but not the loss of the idea of state, whose role would be to regulate and implement national economic policies. In the situation of globalization, the independence of the state in the elaboration of these policies is lower due to the universal ties enhanced by other national economies and implicitly by the economic policy decisions of other states and by the limitations imposed by the attenuation of national barriers between economies. It is the markets that decide whether national economic policies are effective or not. In the environment of a nation, the common stock of cultural values shared by its components are not constituted or artificially subjugated by a state or political authority, as these links are too strong and globalization will not be able to eliminate them, constituting itself as an element of maintaining unity; in other words, globalization will not cause, in the near future, the loss of the idea of nation (Irimia, 2015, p.61).

### **1.1. THE EFFECT OF GLOBALIZATION ON THE DETERMINATION OF ECONOMIC CRISES**

The evolution of globalization has proven to be a very complex phenomenon, often unexpected, so difficult to manage and at the same time almost unfeasible to think in all its magnitudes (Troacă, 2012, p.1). Thus, the economic interdependence of states has both good parts, such as poverty reduction, and some less beneficial, as the risks caused by some economic difficulties in a strong national economy, can be transferred to other economies and markets (Popa, 2012, p.71-72). Through wide access to various goods, the global population can change its behavior, while changing its values and beliefs. In this context, the various types of resources (material and human) are valued in a much different way than before (Troacă, 2012, p.2).



Economic crises, through economic globalization and the economy have produced significant effects worldwide, so through the economic interdependence between nations and the influences of international monetary organizations on nation states, economic collapse is seen at the level of each nation (Bal, 2009, p.4-6; Troacă, 2012, p.3).

It would be good for small entrepreneurs acting at the local level to be helped to the detriment of multinationals, so that globalization can be built on a stable foundation. These locally built small businesses will be a counterweight, where a global giant will collapse; therefore the market will have a higher absorption power in case of an external shock. As small and local organizations are considered in this sense the national economic basis that can withstand a possible economic collapse of global organizations, this construction will lead to a different allocation of resources (Belingher & Călin, 2012, p.10).

## 1.2. GLOBALIZATION OF ORGANIZATIONS

Globalization has been and will remain analyzed in various fields in the economic context and in the theories of organizations. In fact, it is precisely the economic organizations that produce globalization through their way of action, but also through policies related to capital or labor (Livelsey, 1993 apud. Pandelică, 2006). Last but not least, companies, by expanding and outsourcing production and profit, become global and are leading to globalization.

Multinational corporations are non-state actors of massive importance in the international system. In the current context of restructuring the international system and economic globalization, we can see the consequences and the impact that the actions of global organizations have, from an economic and social point of view. Therefore, with the help of direct investments from abroad, companies expand their production in other countries, facilitating access to technologies, services and goods, but at the same time providing a competitive framework and decision-making transparency, but taking into account the company's profit growth. Corporations are directly socially responsible for the community in which they operate, both economically and in terms of expectations of the environment in which they operate (Albescu, 2012).

In the current global context, contemporary organizations along with the contemporary economy are approached as a unitary whole. Organizations cannot exist in isolation, the world's economy and organizational implications are seen as a unitary system, as a system composed of smaller or larger parts. Thus, some of the decisions made within organizations must be made according to the general trend imposed by global processes. Organizational worship suffered from major influences from the interaction that is created between states, organizations and people who are in service mobility with different cultural influences and features. Our society is witnessing the changes of universality and uniformity that take place without taking into account the specifics of certain geographical areas or a certain local group. In this context, the factors that have a decisive power within the organizational structures, will approach their organization and personal organizational culture like a piece that is part of a multinational mosaic. The world is seen as a source of potential, with new suppliers and new products in a framework designed to enhance organizational competitiveness. Globalization can be beneficial and profitable for multinational corporations that integrate international production systems into their own networks (Covaci, 2014, p.77), having as a significant influence the local.

## 2. THE SOCIAL-COMMUNITY DIMENSION OF GLOBALIZATION

Trends of globalization and globalizations often cause dissolutions of communities, they are no longer distinctive from each other, losing some of the elements that differentiated them, but end up being included in other communities, which are larger and more global (Pitulac, 2009, p.136). Thus,



the main element that showed the differentiation between communities is diluted in the globalization of societies and communities.

Globalization actually implies increasing the interconnections between societies, so that events that take place in one part of the world can be seen and also influence people, societies and communities on the other side of the world. A globalized world is one in which political, economic, cultural and social events become increasingly interconnected and visible, as well as one in which they have a much stronger impact than they had in the past. In other words, human societies and communities are increasingly affected by the social, economic and political events that occur in other societies and communities. Thus, the world is changing, from the former isolated national economies, to investments and transnational investors that are part of a huge interdependent system. The world is now more compressed thanks to the World Wide Web (WWW) and the Internet, combined with social networks and e-mail, combined with interconnections through television and radio. Thus, certain local social movements have become global social movements (for example: Greenpeace). At the same time, there was a globalization of food, through global franchises such as: McDonald's, Coca Cola and Pizza Hut, KFC, or others (Arion, Petrea & Forika, 2002). Thus, the eating behavior is influenced by these food giants. At the same time, some types of relationships and social interaction were established around them, individuals having landmarks or meeting points at these restaurants. Moreover, certain areas of the cities, at least in Romania, became known and took their name, after the presence in the respective area of such a franchise. On the other hand, the establishment of malls in the Romanian society and the integration of such franchises in their food court area, produced social phenomena in the society, at the same time changing generations and socializing new ones in this sense.

Indeed, developing countries are in competition to attract foreign investment, providing tax incentives and assurances that the cost of labor will be controlled. Human rights activists in these countries have so far welcomed foreign job-creating investments, while condemning the consequences of resigning from the International Monetary Fund (IMF) stimulus packages. Western labor activists, on the other hand, object to the threats of capital flight in regions with cheap labor, a threat used to undermine their struggle for higher wages and better working conditions. These conflicting interests have deepened the gap between human rights priorities in privileged states and those in poor states. The organized labor force continues to be divided on two fronts: internationally, between workers in rich and poor countries, and domestically, between the interests the European Union members, which involves a limited section of the labor force (Uglean, 2013, p.295).

Recently, there are research papers that analyze the intertwining of domestic and foreign policy, more precisely, the design of domestic policy in the external space. This is determined by the continuous deepening of global interdependencies, by the phenomenon of globalization, as well as by the projection of the interests of some internal groups on the external level. The very fact that these links between internal and external have become so close, pushes towards a new type of world order, which, starting from the dependence of the system and the state of its components, aims to intervene in the internal policy of the system actors whenever their situation could jeopardize the security of the system as a whole. The democratic world thus paradoxically tends to become increasingly exclusive and interventionist. This requires a rethinking of fundamental values such as sovereignty and independence, which will have to be promoted in an environment that, apparently, will tend to deny them more and more, in their classical sense (Mureșan, 2011, p.8).

### **3. THE GLOBALIZATION OF THE ENVIRONMENT AND THE REGIONALIZATION OF SOCIETY – THE DIMENSION OF THE ENVIRONMENT**

American productivity has become an engine of global economic growth, American companies have supplied huge markets, American capital has imposed an impressive array of new technologies

and helped spread them around the world, and the economy of countries has gone so well that we could hardly imagine that the level could be exceeded. The American model of economic management has become standard in many parts of the world (Irimia, 2015, p.63). However, Americanization and the evolution of industrialization have caused many environmental problems globally, whether we are talking about the environment or the local environment in which globalization makes its presence felt.

The phenomenon of globalization implies, like that of (European) integration, the renunciation by the member states of some of their sovereign attributes, whether we are talking about involvement in economic normative activities or environmental protection legislation. In the globalized market economy, the principles of promoting, supporting and protecting individual and / or group interests will also remain valid. In this millennium, new processes are in full swing, such as globalization, which produces great implications in the economic, political, social, cultural and spiritual fields, but also in regionalization, which aims to reduce existing imbalances, bringing the institutional framework closer to integration, stimulating interregional, domestic and international cooperation (Tomlinson, 2002).

Regionalization is a process of transition, not an alternative to globalization, representing the process of creating new regional economic and trade groups, which today unite almost all countries of the world. Regionalization must not lead to the fragmentation of the world economic system into blocs, but to the creation of complementary economic and trade zones within an open economic system. Both regionalization and globalization are fundamental and complementary economic processes. Regional trade groups have appeared mainly in the process of economic integration and in transnational companies, but, most of the time, this process creates tensions between the national decision and the organization on a transnational basis of activities in the economic sphere (Irimia, 2015, p.63).

An essential feature of globalization is that it overlaps with the process of increased regionalization. At the same time, we must not forget that globalization is a challenge, which highlights the prospect of moving towards a new world. This new world is made up of regional economic and political blocs, which highlight, among other things, differences in culture and mentality. Globalization and regionalization are not considered opposite processes, because the destination of trade and financial flows has a regional basis, but the terms in which they take place are global in nature, as competitive standards are global, tariff levels and established legal rules are set globally, capital circulates in a global market, the technologies and innovations used meet global requirements, and the communications system has pronounced global characteristics (Irimia, 2015, p.63).

"Neither the nation nor the state are on the verge of disappearing; so far, no structures have appeared that can fulfill all the functions associated with the nation-state, but there have been changes in the role and behavior of states". Governments determine the formation and consolidation of international rules, coordinate democratic processes from within, through various means, but no longer remain the only vehicle of public policy (Irimia, 2015, p.59). However, the process of change is long, although in the last decades of the twentieth century it has gained more speed as it is about to move from authoritarian, hierarchical, vertical forms of power to negotiated forms, horizontal reticular, more civilized, but more complex (Ramonet, 1998).

Regionalization cannot be conceived in the absence of economic liberalization. The difference, from this perspective, between globalization and regionalization consists in the fact that, in the case of regionalism, liberalization occurs on a smaller scale, geographically limited to the space of states. Regionalization implies the elimination of national restrictions but only between the national economies participating in the grouping and not in the relations with the national economies outside the grouping. However, there are also more evolved forms of regional groupings, the European Union being an eloquent example in this regard. In the EU, the liberalization process applied between the member states has long gone beyond the sphere of trade relations, being extended to financial, military and political relations, advancing towards the creation of unique institutions, norms and policies of the



grouping level. It can be stated that “the EU is a prototype, a sample of globalization, reproducing its essential features but on a regional scale, not global” (Irimia, 2015, p.60). At the same time, the regulations of the European Union also address issues related to the environment or location of each state, especially since these regulations also address certain environmental issues (habitat) that suffer from global economic activities taking place in the European Union or globally.

### **3.1. GLOBALIZATION AND DEMOGRAPHIC TREND**

The main forces shaping the development of European societies are globalization and demography. Both offer opportunities, but also raise issues. Demographic trends indicate a longer and healthier life and raise issues such as the new costs of an aging society, intergenerational equity, the increased importance of raising children and work-life balance in cultivating family life, the relationship between generations and the new threat of poverty. Along with new technologies, globalization offers a huge potential for growth, but people must be able to take advantage of these opportunities and adapt to the disappearance of traditional industrial trades as a result of their studies and training. These transformations are real challenges for today's society and for the European Union. An open Europe, based on free movement and free trade, initially led to job creation and the prosperity on which, ultimately, welfare and a better quality of life depend. However, in recent years it has become clear that many Europeans are wondering whether the real impact of globalization, liberalization and the pursuit of greater competitiveness bring something new to their own well-being or will impoverish them (Aelenei, 2013).

All developed countries face the fact that their societies are aging. Health, social and elderly security, and working conditions are social aspects that make it necessary to remodel existing prosperous systems. Fortunately, there is an exchange of experience, expertise and information in this field at European level. Newly created modern information and communication technologies have radically changed modern society and transformed them into information-based societies. What will these societies look like in the future, what social problems will they pose and what possible solutions and answers will they present in the problem of the transformation process that affects society as a whole and requires a joint effort in research and development of new social structures? The answer is given by the "Interim Report for the Spring Council of 2007" of the European Union, which estimates that the global division of labor, the globalization of financial flows and the effects of new technologies usage will eventually lead to massive labor change in Europe.

This is a social challenge that goes far beyond the sphere of social and political influence of any country, no matter how rich and socially stable it may be. It is this extremely dynamic change in active societies in Europe that not only justifies a common social policy, but makes it absolutely necessary (Aelenei, 2013).

## **4. SECURITY AND GLOBALIZATION – THE POLITICAL DIMENSION OF GLOBALIZATION**

The fact that now every nation lives in a global world, makes many of the national problems have a global solution, the example of border security, or citizens is a good highlight in this case. Studying the field of security and insecurity in the context of globalization should involve establishing what security or insecurity means, and this situation is easy to achieve by consulting the Explanatory Dictionary of the Romanian Language, but their scope is far too wide to be able to use them exclusively in scientific analysis. Moreover, the achievement of the state of general security is an unfeasible mission and for this, each stage of security presupposes the presence of a certain level of insecurity. In order to be able to define security, a strict requirement must be taken into account that refers to the level: individual, group, national, regional and global (Sarcinschi, 2006, p.23).



In the context of global power games, the Cold War has shown that the mirror-like mode of action does not lead to fruitful acquisitions, many of which not being able to be used in any way (Dolghin, 2004, p.4). The consistency of the Euro-Atlantic area, based on the development of democratic organizations and on the amicable settlement of conflicts, cannot be considered an act of intimidation against other states (Bădălan, 2006, p.8). On the other hand, the population seems to be increasingly untouched by confrontation in various fields, even if the statements of most state leaders and governmental and non-governmental organizations support cooperation between states and avoid conflict through negotiation (Mureșan, 2011).

Globalization seems to have an important but unintended contribution in stimulating confrontations, both in the economic field and in the political and social field. Reducing to the point of eliminating conflicts is possible by turning declarations of intent into deeds, respectively by re-learning negotiation and direct and honest cooperation. This solution leads to a world in which harmony will predominate, and the current division into rich and poor, developed and underdeveloped, will become a page of history (Orzeată, 2009, p.34). With the problems taking on an increasingly global character, their political solution must also become global. Global governance needs to discover strategies for solving problems around the world. Globalization directly or indirectly drives an economic model, specific channels of information flow, an efficient financial flow, but also the proliferation of a new social and cultural behavior, an intensely global policy, however the development of a single global pattern is impossible for various reasons (Mureșan, 2011).

Culture is another area of the impact of globalization on the relationship between national and international security. Also, quite violent intercultural and interethnic conflicts can occur, significantly affecting the security of the area or region and hence, international security (Duțu, 2005, p.11-12).

The globalization and internationalization of the political dimension of security and safety has led to the partial transfer of parliamentary control to similar transnational bodies, which marks a new chapter in the collaboration between the various services. Romania's strategic position in Eastern Europe and its willingness to assume responsibility for this position since the beginning of its democratization was reflected in the accession, in the first stage, to NATO and later to the EU. The two organizations represent different segments of security and safety, namely the military and the economic. Whereas, both institutions are united by common decision-making processes, with both diplomatic and decision-making representatives producing effects on collaboration between states and the integration of security and safety concepts (Manda, 2016)..

Interpreting the conjuncture from the perspective of the latest events as well, Europe is in a state of alert, it faces unpredictable reactions, its efforts to maintain security are complicated, being in need of a power of anticipation and intervention that perhaps was not taught of before. The concept of security is still looking for other configurations, rising from the internal level and escalating at European and international level. The mechanisms, methods, resources, strategies available are subject to a complex dynamic and are not necessarily flexible (Olteanu, 2015, p.147).

## **5. PERCEPTIONS ABOUT THE PROCESS OF GLOBALIZATION – THE CULTURAL DIMENSION OF GLOBALIZATION**

The cultural dimension of globalization is one of the most often discussed when it comes to the harmful effects that the phenomenon of globalization produces to society. Thus, through globalization, certain local and cultural particularities are expected to disappear or be significantly diminished due to the expansion of globalization. Therefore, the identity of certain cultures, areas, societies, nations, is threatened by the domination of global phenomena. Many local and legislative customs disappear or are replaced by global ones, even the production activity and the different ways of organizing work are forced to undergo irreversible changes.



In some cases, the term globalization conceals various aspects than it suggests. As the fields of human activity expand, the regulations of the nation-states are exceeded and the legislation has become much narrower and more difficult to apply. Everyone now needs to adapt to the challenges posed by the emergence of multinationals, global markets and non-governmental organizations, as well as global terrorist networks or organized criminal groups operating globally. Much of the work of these actors is not under international law because there is no uniform agreement between nation states. As a consequence of this globalization, the world, in the most appreciable fields of activity, has changed into a unique social system, having links between them that influence each other, and produce effects on individuals who are directly influenced by globalization (Gălățeanu, 2012).

This is highlighted by the adoption of measures that directly concern individuals, such as: identity cards or biometric passports, bank or health cards, in which information about individuals is present, including the activities they carry out. Thus, through the influence it has, globalization is seen by some people as a way of totalizing the world space, having influences on freedom but also on the domination and control of the individual. It should not be overlooked that in this global context, manipulation can play an important role in the way in which those in control present a certain information or situation as true or not (Gălățeanu, 2012). And if we look at the current pandemic context and the debates over the vaccination certificate that has become mandatory, it means international uniformity.

Thus, there are opinions that vehemently oppose globalization, presenting this process as hostile to the individual, depriving him of the acquisition of knowledge really important and useful for his life and evolution, turning it into a mechanism created only for production and consumption, sometimes under the threat of major sanctions for it. Thus, for the real good of society, the good of each individual must be initially determined, and this can only be achieved by restricting the fundamental rights and freedoms of individuals (Rozoff, 2010). At the same time, only through the freedom, intelligence and creativity of individuals, a state can become strong and prosperous, and this will not happen if economic globalization exploits and depletes both material and human resources, as well as cultural and spiritual. Therefore, the construction and consolidation of a state position is achieved only through a system based on equality and equity by creating a scale of values really based on morality, education and intelligence (Gălățeanu, 2012, p.93).

## CONCLUSION

Globalization is a phenomenon that has manifested itself strongly in the last thirty years, which has both positive and negative aspects. Although it is one of the most discussed, analyzed and controversial concepts, an approach to globalization according to the five dimensions presented above, offers the possibility to a better understanding of the social implications of this complex concept. In support of this approach to understand the concept, concrete examples are provided to highlight the strong social implications of this phenomenon.

We point out that developing countries today do not aspire to avoid globalization, but to protect it in a way that reduces poverty while increasing the national budget. In this way, the path to well-being is opened through an attempt to align the less developed nations with the level of well-being of developed countries. This development trend is also present at the level of individuals and is fully fueled by the implications that globalization has on people.

In this way, a global person who is formed in these times, will live simultaneously in several social and professional universes, will develop a multiple personality and will live in a diverse world, becoming perhaps a "universal man" (Brăilean, 2004, p.74). Thus, even if human evolution is continuous, now even more than ever, society and people are much more dynamic and become strongly interconnected.



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