Globalization: Definition, Processes and Concepts

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Abstract
The paper initiates from two assumptions: the first one is that globalization is an inevitable phenomenon, characterizing our development era, a phenomenon that the human society is forced to understand, because for the first time, it questions the surviving and evolution of the human society.

The second is that globalization, as a socio-historical phenomenon, manifested itself firstly as a theory, then as a practical necessity, becoming a strategy for the constitution of a sole market, spread across a huge surface, the engulfs states, regions, continents.

This paper presents the economical, political, cultural, social and risk changes, that influences the rise and stabilization of the phenomenon of globalization.

This complex process is linked to the economical power of the big, industrialized states and, unfortunately, of the great transnational companies. The process itself brings together countries with different development views, with different religions and cultures, and, most important, ex colonialist countries and their old colonies.

The conclusion of the paper discusses ways of understanding, controlling and diminishing of the negative effects and collateral losses manifested since the initialization of the phenomenon and its settling in a certain region.

Key words: Culture, Economic, Global, Globalization, International, Multinational, National, Market, Regional

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Definitions
The term globalization comes from English, as base of the word "globalization" which refers to the emerging of an international network, belonging to an economical and social system. One of the earliest uses of the term "globalization", as known, was in 1930 - in a publication entitled Towards New Education - to designate an overview of the human experience in education.

A near-term "giant corporations" was used in 1897 by Charles Russell Tazel to describe the big national trusts and other large enterprises of the time. Since 1960 both terms began to be used interchangeably by economists and researchers in social sciences and were used until about mid 1980.

Since the invention of the concept, globalization has inspired numerous interpretations definitions and has had a history going back in time to the great commercial

and imperialist movements throughout Asia and the Indian Ocean since the fifteenth century.

Vladislav Inosemtsev defines globalization as one of the most popular social studies of today, but is at the same time an empty term. It was first mentioned in literature in the mid 1940s, but up until the mid 1980s it was mentioned only occasionally.

After the Cold War the term began to be used to describe the world becoming more interdependent in its economical and informational dimension. Because of the complexity of the concept, research projects, articles and debates have remained mostly focused on one aspect of globalization.

Roland Robertson, a professor of sociology at the University of Aberdeen, was the first person who defined globalization as "the understanding of the world and the increased perception of the world as a whole." Martin Al-brow and Elizabeth King, sociologists, define globalization as "all those processes by which the peoples of the world are incorporated into a single world society.

In his paper "The Consequences of Modernity", Anthony Giddens uses the following definition: "the globalization can be defined as the intensification of social relations throughout the world, linking distant localities in such a way that local happenings are formed as a result of events that occur many miles away and vice versa.

In his paper "Global Transformations" David Held studies the definition of globalization and says, "although in a simplistic sense globalization refers to a rapid global interconnection, deep and on large scale, such definition but requires now a more complex research.

Globalization can be linked to the local, the national and the regional. On the one hand, a connection is made between social and economic relationships and networks, organized on a local and / or national, on the other hand, it connects social and economic relationships and networks crystallized on wider scale the regional and global interactions.

Globalization can refer to those spatial-temporal processes of change, which constitutes the fundament of the transformation of human concerns in an organization, linking together and expanding human activity across regions and continents. Without referring to the expansion in space of the connections, there can be no clear and coherent formulation of the term globalization. A satisfactory definition of globalization must address each of these items: extension, intensity, celerity and impact.

The Swedish journalist Thomas Larsson, in his book "The Race to the Top: The Real Story of Globalization", says that globalization "is the process of the shrinking of the world, the shortening of distances, and the closeness of things. It allows the increased

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interaction of any person on one part of the world to someone found on the other side of the world, in order to benefit.\textsuperscript{11}

In 2000 the International Monetary Fund has identified four basic aspects of globalization: trade and transactions, capital movements and investment, migration and movement of people and the spreading of knowledge.\textsuperscript{12}

\textbf{Pro and cons analysis of processes and concepts}

The reactions to the processes that contribute to the globalization processes have seen a wide variety, with a history as long as it is extraterritorial in terms of contact, interaction and commerce. The philosophical differences regarding the costs and benefits of such processes have given rise to ideological and social movements. Proponents of economic growth, expansion and development in general, see the globalization processes as desirable and necessary for the good of human society. Critics see one or more processes of globalization as detrimental to social welfare on a global or local scale.\textsuperscript{13}

This includes all those who question the social and natural sustainability on long term, the continuous economic expansion, the social structural inequality caused by these processes, and the colonial, imperialist or hegemonic ethnocentrism, the cultural assimilation and the cultural appropriation, emerging, influencing and linking such processes.

\textbf{Key aspects of globalization}

Globalization is the favorite trap-concept of journalists and politicians. The term has also become the key idea for the practice and theory of the business, but also came in academic debates. Unfortunately, what people want to express or define by globalization is often confusing. We further examine some key issues of the theory and experience of globalization.

Globalization is usually used as a handy form to describe the spread of communication production and connection technologies throughout the world. Most often, the term globalization is used in a confusing manner with respect to the efforts of IMF, World Bank and the institutions to create a free global market for goods and services. This political project otherwise significant (and potentially harmful for many poorer nations) is in fact designed to develop and exploit more complex processes.

Globalization in terms of connectivity across the entire world of the economic and cultural life increased throughout the centuries. Yet many believe that the current situation is a fundamentally different order from what it was before. Globalization in terms of connectivity across the entire world of increased economic and cultural life throughout the centuries. Yet many believe that the current situation is fundamentally different order from what it was before. The communication and the exchange rate, the complexity and size of the networks involved, the volume of trade, the interaction and the risk give a strange force to the label "globalization". With the increase of economic interconnection, the political changes have deepened - the poorer "peripheral" countries became more dependent of the

"central" economies, such as U.S., where capital and technical expertise tend to be blocked. There was also a shift of power, far away from nation states and, as some argue, from multinational corporations. We have seen the growth and globalization of the "brand"

It is not just large corporations operating in several different countries - they also have developed and brought on the market products that can be sold packing as well as in Washington. Brands like Coca-Cola, Nike and many others have become part of the life of a very large number of people.

The globalization involves spreading of ideas, practices and technologies, and it is little more than internationalization and universalization. It is not simply the modernization or westernization. Certainly it is much more than market liberalization.

The globalization has 5 vectors that act on human society, vectors that influence the development of human society. The vectors through which globalization interacts with society, both locally, regionally, and internationally are: the economic vector, the military vector, the political vector, the religious vector and the cultural vector. The discussions and analysis of globalization have distinct economic, political, cultural and social dimensions. Next, we turn our attention to a total of 4 themes that regularly appear in the literature:

a. relocation and over-territoriality
b. speed and power of technological innovation and the increase of the respective risks
c. growth of multinational corporations
d. how the forming movements of global free markets lead to instability and division.

A particular aspect of globalization is that of the impulse and the power of change involved. Will Hutton and Anthony Giddens say that globalization is the interaction of extraordinary technological innovation combined with global influence, which gives today's changing its complexity.

For the countries in the vanguard of the economic world the balance between science / knowledge and resources has changed in such way that science / knowledge has become perhaps the most important factor determining the standard of living, much more than land, tools, work. Today the most advanced economies in terms of technology are really based on science / knowledge.

The increase of the so-called "economic science" meant that economists were challenged to look beyond labor and capital as key factors of production. Paul Romer and others have said that technology (and the science on which it is based) must be seen as the third factor in driving the economy. Technology, science and global finance form together a force leading the economies.

As Charles Leadbeater said, capitalism science consisting in "generating new ideas and then turn them into commercial products and services that consumers want" is now convincing and powerful. Inevitably, this leads to questions about the generation and exploitation of knowledge. There is already a division between rich and poor nations which seems to be accelerated by "the science of capitalism".

Commentators and analysts like Charles Leadbeater said and argued for the need to innovate but also to recognize that the successful economic knowledge must be addressed in democratically in terms of spread "we should create an open society, questioning, challenging and ambitious."

There are powerful forces contrary to this ideal, and I refer in particular to the significant increase in the demands of the large corporations to be recognized intellectual property rights on new discoveries, for example regarding genetic research, from which huge profits will result, by licensing this knowledge to others. There are also serious doubts that modern economies are also and knowledge-based economy.

The risk can be seen as the harmful possibility coming from technological and economic changes. In other words, the risks also becomes globalized. The risks of modernization have an inherent tendency to globalize. The universalization of the dangers accompanying the industrial production occurs regardless of where the production takes place. Supply chains practically connect everyone on earth with everyone else.

Ulrich Beck said that there is digging under the borders and showed that there is a boomerang effect of globalization. Risks can trap all those who profit from or produce using local raw materials for regional markets.

The principle and logic of this argument of Ulrich Beck are quite simple and possible: what endangers life on Earth threatens also the properties and commercial interests of those living by the goods and products as a result of this life. Thus arises a systematic and intense contradiction between profit and property interests, that carry forth the process of industrialization on one hand, and their often threatening consequences, that possibly endanger and destroy possessions and profits on the other hand, not to mention the possession and profits of life itself.

We arrive thus at one of the central paradoxes that Beck called "the society risk". As knowledge increased, such increased the risk. Indeed it can be said that the social relationships, the institutions and the dynamic of generating knowledge emphasized the risk they involve. Risk has been globalized.

**Delocalization and over-territoriality**

Manuel Castells has argued convincingly that in the last 20 years a new economy has emerged around the world. He characterized it as a new brand of capitalism with three characteristics: management, productivity and competitiveness. These three elements are functions of the generation of knowledge / skills and information processing. Firms and territories are organized in networks of production, management and distribution and consequently the core of economic activities is global - that means that there is the ability to work in union, in real-time or at a certain time, on a planetary scale. This last idea is the subject of many analyzes and discussions on globalization.

Many activities that implied prior a face-to-face interaction or had local character would now be conducted from distance.

John N. Gray stated that there was a significant social and economic exchange delocalization. Activities and relationships were uprooted from their home places and cultures. An important element was the division between home work and the classic move to the suburbs. But delocalization goes beyond that and therefore population growth must face remote systems so that people can live their lives.

The banking and retail sales have adopted new technologies that involve a reduced face-to-face interaction, such as online stores. The notion of distance and area are moved into a new realm. "The space" that we inhabit when using the Internet to buy goods and communicate may allow us to develop a different sense of place and communication, to which we belong.

The starting point in understanding the world of today is not the size of the GDP or the destructive power of weapons systems, but that there is more union / overlap than before. It may appear to be about individuals, firms, sovereign nations and separate cities,
but the deeper reality is that of multiple connections. Business is a classic example of such inter-connectivity.

**The decline of the power of national governments**

Not only individuals and institutions have felt the impact of delocalization. An important causation of this process has been the declining power of national governments to direct and influence their economies (especially on macroeconomic management). The changes in economic activities, for instance in U.S. and Japan, are felt across the globe. Although the influence of nation states has declined, it has not disappeared altogether. The pivot institutions remained, especially in terms of creating the necessary conditions of actual government.

Colin Leys points out that the impact of globalization is however a strong argument, and that it is most felt by the extent to which policies everywhere are now essentially market driven. It means not only that the governments cannot "manage" national economies, but also that, in order to survive in their office, they have to increase their ability to drive national policies in such way as to be adapted to the pressures of transnational market forces.

In other words, the impact of globalization is not as oppressive in the area where policy choices are taken directly, as it is heavy in the area where social relationships in all countries are shaped and reshaped.

While there is no doubt about the increasing scale and scope of the action of multinational corporation, their degree of control over the dynamics of globalization remains however limited. In reality, they are often weak and amorphous organizations, faced with the loss of authority and the erosion of common values, which actually affects lately all modern institutions.

Anthony Gray has noticed that the global market doesn’t allows corporations to assume the past functions of the sovereign states. Actually, both the ones and the others become more and more weakened and overthrown. While multinationals have played a significant role in the growth of globalization it is important not to exaggerate the degree of control they have on the dynamics of globalization.

**The emergence of global brands and institutions**

Another crucial aspect of the globalization is the nature and power of multinational corporations. It is significant that a quarter of world trade was made in 1999 through multinational corporations. Multinationals can affect communities in different locations and areas. Firstly, they seek to establish or contract manufacturing, service and sales operations in countries and regions where they can exploit the cheapest labor and the cheapest resources.

Although this can mean wealth brought to the respective community, this form of globalization produces significant inequalities, because it can also mean unemployment in communities where they have been located previously. The remuneration paid in the new locations can be minimal and the rights and working conditions of the employees can be bad.

For example, Naomi Klein showed that in 1998, a review of economic zones, especially in China, showed that workers for the companies Ralph Lauren, Adidas and Nike are paid 13 cents per hour, whereas the salary that can ensure living in that area was 87 cents per hour, and in the USA a similar worker receives $10 per hour.

Secondly, multinationals are looking for new and untapped markets, they sometimes seek to increase sales by creating needs in various target groups. An example is
the activity of tobacco companies in the countries of the southern hemisphere. Another example is the development of markets populated predominantly by children and young people. In fact, the market of products and services for children and young people has grown to be one of the most profitable and influential sectors.

It is obvious that there is a profound effect on the rise, how we view childhood (especially in the Nordic countries and the developed ones) increases the product of the culture of the media consumer. This culture is supported through a direct contribution of the children, the so-called "Third World". Using various media, commodities have become the center of youth life in the West, building their identity and relationships, their emotional and social universe.

Adults and schools positioned negatively in this extended matrix, where the pleasure and power of youth are constructed in such manner as to take place away from adults and schools, and mainly this could happen with the help of goods. Of course such goods used in everyday life are almost new. Writers like Erich Fromm commented on the phenomenon even in the early 1950s.

There was obviously an acceleration and intensification (and globalization) significant, parallel to the advent of brands, with a focus on the conditioning of children and young people to build identity around these brands.

Thirdly, and related to the above, one can sense the erosion of the public space by corporate activities. A significant area of pleasure, for example, moved to associative forms, such as clubs and commercial activities. Young people are increasingly excluded from public spaces and schools as long as they are offered the opportunity to waste their time in relative safety, to work with mentors and to develop their talents and sense of self-worth. Like the concept of citizenship itself, the recreational spaces are now privatized, in a bold attempt to make profit. Youth centers, public parks, basketball or streets where the children played ball came out of the sphere of interest. The play areas are now rented to the highest price bid.

This situation has been well documented in the U.S. (especially by the analyst Robert Putnam) and found a profound implication in the quality of life of the communities and in the wellbeing experienced by these people.

Fourthly, multinationals can have a significant influence in shaping policies in many national and transnational government bodies, such as the EU and WB, both key players in the globalization process. They took advantage of privatization and opening of the services.

George Monbiot has shown that, analyzing the situation in the UK, for example the hospitals, the roads and the prisons were deliberately tailored to meet corporate demands rather than people's needs.

Biotechnology companies have sought to transform food chains in a controllable good and have now a very strong and influencing link with government agencies and government ministers. Corporations have become key factors in the decision making process in the EU and, with the help of the British government, as shown in George Monbiot's articles, they began to develop a transatlantic single market, controlled and managed by the executive heads of the corporations.

While national governments power over the globalization of macro-economical forces was limited in the past years, the services and support given to the citizens was seen as a significant opportunity by the corporations.

In addition, national governments do have a considerable influence in the international organizations and therefore have become the target of the multinational companies acting in this arena.
The growth of multinationals and the globalization of their impact have determined the advent of brands. The astronomical growth of wealth and cultural influence of multinational companies over the past 15 years can be attributed to an idea developed by the management theorists of the 80s: successful corporations must first produce brands, as opposed to products. As Naomi Klein suggested, brand makers are primarily producers of the so-called knowledge/skills economy.

One of the key elements that make companies multinational rather than transnational, is the expansion into what they regard as external sources of materials, components and services. The logical connection is that all corporations should not spend their finite resources in plants that can not keep on equipments that wear out and on employees that age and die, but they should focus instead their resources on virtual bricks and mortar, in order to build brands.

Nike, Levi's, Coca Cola and other large companies spend huge sums in order to promote and support their brands. One strategy is to try and establish a specific brand as an integral part of what people understand or want to see. As we have already seen, regarding the operations of multinational companies, they have a major impact on children and youth and on education. It is an attempt to "own the young".

Significantly, focusing on the brand rather than on the intrinsic qualities of the product, also favors the multinational companies given the development conditions of the market similar to the Achilles' heel. Brand damage disproportionately affect sales and profitability in various areas where that specific brand exists.

If a brand becomes associated with failure and disgrace (eg a famous athlete that was used to promote their brand is exposed as a drug user or when the brand becomes associated with child exploitation) companies face major problems on the market. For a brand, the image is everything.

Significant approaches

Majid Tehranian defines globalization as a process that began more than 5000 years ago but was significantly accelerated after the fall of the Soviet Union, in 1991. The elements of globalization include capital, labor, management, news, images, all transporter information. The main drivers of globalization are multinational corporations, transnational media organizations, intergovernmental organizations, non-governmental organizations and alternative governmental organization. From humanistic perspective, the globalization implies both negative and positive consequences: narrows and widens the gap between nations, increases and decreases the political domination, smoothes and multiplies the cultural identities.

George Modelski has an interactive conception of globalization, and sees globalization as a process with four dimensions: the economic globalization, the forming of world opinion, the democratization and the political globalization. Any change in one of these four dimensions determines changes in the other dimensions.

Christopher Chase-Dunn brings, since the late 80s, a new term that enters the popular discourse: globalization. Instead of clarifying the world development problems, the term seemed rather to cause confusion and misunderstandings.

There are at least five different dimensions of the globalization that need to be distinguished: the economic globalization, the political globalization, the common ecological constraints, the cultural institutions and values and the globalization of the communication.

While the early popular discourse on globalization appeared to suggest - at least implicitly - that the globalization and the global growth are in tandem, a closer look reveals
that some aspects of the globalization become more pronounced in the long run phases of growth (1973 - 1992) in comparison with the initial term (1950-1973). Words like "uneven" and "limits" have begun to appear increasingly in the titles of academic papers on globalization. This reflects not only a critical position but the obvious need for a clear theorizing and an empirical research.

Jeffrey Hart identified five concepts represented by the globalization: 1. The existence of a global infrastructure, 2. The global harmonization or convergence of important characteristic 3. The lack of borders 4. The global Diffusion of initially localized phenomena and 5. The geographic dispersion of core skills in the highest and most desirable activities. These concepts form a whole in which human society develops.

Jerry Bentley says that for a general definition that would be applicable to all relevant places and moments it is necessary to analyze the periods and to identify the dynamics. Some notable turning point in the history of globalization include among others: the migration of Homo erectus, somewhere between 500,000 and 1,000,000 years ago, the domesticating of the horses and the invention of sailing, around 4000 BC, the invention of the wheel, 3500 BC, the domesticating of the camel, after 3000 BC, the establishing of maritime corridors in the Indian Ocean, after 500 BC, the opening of the silk road, around 200 BC, the establishing of a permanent contact between Eastern and Western hemisphere and the Oceania, after 1492, the establishing of international trade companies, after 1600, the development of modern transportation and of communication technologies, after the industrialization, and the emergence of transnational corporations and of the integrated global economy, in the twentieth century.

Zdravko Mlinar brings to the forefront the idea of the existence of a pattern in the historical changes when he characterizes the process that avoids the differences between open end transformation and repeatable and predictable sequences. Everything comes back again in the evolution of the society, according to this pattern, but on another level on the evolutionary ladder. Myself, the author of this paper, on the issue of the definition of globalization, is that globalization is an extremely complex social phenomenon that has five vectors (components) through which it exerts its action on a local, regional or transnational community: the economic vector, the political vector, the religious vector, the cultural and the military vector.

The five vectors are divided into active components - the economic and military vectors, in latent components - the religious and cultural vectors, and a mixed composition - the political vector. The theory presented by the author is based on the concept that the globalizing force/society and force / globalized society interact continuously, and the result of this continued interaction has a direct influence in both directions, both on the globalizing society / community and on the globalized society / community.

Conclusions.

Some commentators say that there is no serious problem against globalization but against a certain type of globalization imposed by the global financial elite. The gap between rich and poor became considerably. However, to see globalization rather as Western imperialism of ideas and beliefs (as rhetorically suggested often) would be a serious and costly mistake.

Of course there are issues of globalization, issues that links it to the imperialism (history of conquest, colonialism and hostile/foreign ruling remain relevant even today, in many ways) and to the understanding of the postcolonial world. Globalization has its merits. Therefore it would be a mistake to regard globalization as a kind of imperialism. Globalization is a far larger and more complex process than that.

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For example, while wealth and power of the multinationals seems to have increased significantly, neither they nor national governments have so much control over macro-economic forces as they would like. Environmental and technological risks have multiplied. Globalization, in the sense of connectivity to the global economic and cultural life, brings with it a different order than what it was before.

As I said at the beginning, the communication and exchange rate, the complexity and size of the networks involved and the volume of trade, interaction and risk have made globalization a strange force. All of this raises many questions for educators, leaders and opinion makers. The emphasis of the expanding tendencies of the businesses beyond the national borders is one of the main manifestations of the globalization. Every state wants to achieve improved growth potential, both by developing the domestic markets and by developing new markets.

By increasing the efficiency of use of the multinational operating system a coherent management of the existing national resources is reached, but at the same time, we can address directly the management of the existing and available resources in other geographical areas. Social and economic movements of the early millennium, brought strongly to the attention of sociologists, politicians, decision-making groups, the need for new attitudes towards globalization. The phenomenon began to be perceived in all its complexity, by everyone involved in the political, social and economic-financial management systems, as an inevitable phenomenon, characteristic of our modern era, and most importantly, we began to analyze more attentively the function of regulating the development of modern human society that globalization exerts.

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