

PRACE NAUKOWE

Uniwersytetu Ekonomicznego we Wrocławiu

RESEARCH PAPERS

of Wrocław University of Economics

Nr 447

Asian Economies in the Context of Globalization



Publishing House of Wrocław University of Economics
Wrocław 2016

Copy-editing: Agnieszka Flasińska

Layout: Barbara Łopusiewicz

Proof-reading: Barbara Łopusiewicz

Typesetting: Małgorzata Myszkowska

Cover design: Beata Dębska

Information on submitting and reviewing papers is available on websites

www.pracnaukowe.ue.wroc.pl

www.wydawnictwo.ue.wroc.pl

The publication is distributed under the Creative Commons Attribution 3.0

Attribution-NonCommercial-NoDerivs CC BY-NC-ND



© Copyright by Wrocław University of Economics
Wrocław 2016

ISSN 1899-3192
e-ISSN 2392-0041

ISBN 978-83-7695-611-4

The original version: printed

Publication may be ordered in Publishing House
Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu
ul. Komandorska 118/120, 53-345 Wrocław
tel./fax 71 36-80-602; e-mail: econbook@ue.wroc.pl
www.ksiegarnia.ue.wroc.pl

Printing: TOTEM

Contents

Introduction	7
---------------------------	---

Part 1. Asian Economies in the Global Context

Tadeusz Sporek: The dimensions and features in the economy and politics of the contemporary world / Wymiary i cechy gospodarki i polityki we współczesnym świecie.....	11
Małgorzata Bartosik-Purgat: Social media as a source of information about products and services in the light of cross-cultural research in China, Poland and United States / Media społecznościowe jako źródło informacji o produktach i usługach w świetle badań międzykulturowych w Chinach, Polsce i Stanach Zjednoczonych	22
Elżbieta Majchrowska: Mega-regional blocs in global trade – from noodle bowl to jigsaw puzzle – the RCEP case / Megaregionalne bloki w handlu globalnym – od „noodle bowl” do „jigsaw puzzle” – przypadek RCEP....	32
Joanna Skrzypczyńska: Market Economy Status for China in anti-dumping procedures – what is really matters? / Status gospodarki rynkowej dla Chin w procedurach antydumpingowych – dlaczego jest ważny?	46
Grzegorz Mazur: EU-India Bilateral Trade and Investment Agreement – stumbling blocks on the way to consensus / Dwustronne porozumienie w sprawie handlu i inwestycji między UE a Indiami – przeszkody na drodze do konsensu.....	55
Katarzyna Kita: Polish agri-food products and their international competitiveness in trade with ASEAN – the context of the trade-liberalization process / Polski handel zagraniczny artykułami rolno-spożywczymi z ASEAN i ich pozycja konkurencyjna w warunkach liberalizacji światowego handlu rolnego.....	67

Part 2. Asian Economies in the Regional Context

Paweł Pasierbiak: Trade regionalization in contemporary East Asia / Regionalizacja handlowa we współczesnej Azji Wschodniej.....	83
Sebastian Bobowski: Another insight into Asian trade regionalism. ASEAN-Japan economic partnership / Kolejny wgląd w azjatycki regionalizm handlowy: partnerstwo gospodarcze ASEAN-Japonia	95

Anna Kuropka, Anna H. Jankowiak: The impact of natural disasters on economy and production networks in ASEAN / Wpływ katastrof naturalnych na gospodarkę i sieci produkcyjne w ASEAN.....	111
Malgorzata Żmuda: Evaluating sustainability and transferability of the “Singaporean Competitiveness Model”: Lessons for the catching-up European states / Ocena „Singapurskiego Modelu Konkurencyjności”: lekcje dla europejskich gospodarek doganiających	123

Part 3. Asian Economies in the Local Context

Joanna Bogolebska: China as an immature creditor country – the dilemmas for its monetary policy / Chiny jako niedojrzały kredytodawca – dylematy ich polityki monetarnej	137
Artur Klimek: Cross-border mergers and acquisitions by Chinese state-controlled enterprises / Fuzje i przejęcia zagraniczne przeprowadzone przez chińskie przedsiębiorstwa państwowe	147
Sebastian Stępień, Agnieszka Sapa: Chinese pork sector in the process of world economy globalization / Chiński sektor mięsa wieprzowego w procesie globalizacji gospodarki światowej.....	156
Iwona Sobol: Development of Islamic banking in Indonesia / Rozwój bankowości islamskiej w Indonezji.....	168
Marta Kightley: Why the regime change in North Korea will not come from society – an evolutionary game theory explanation / Dlaczego zmiana reżimu w Korei Północnej nie nastąpi pod wpływem społeczeństwa – wyjaśnienie za pomocą ewolucyjnej teorii gier	178

Introduction

It is our great pleasure to deliver another volume of Research Papers on Asia-Pacific economic issues. Each year we present you multiple points of view on that topic, trying to show how much the processes in Asia & Pacific affect the world economy. After nine years of hosting international scientific conference dealing with that region's affairs, we are still confident that these issues are important not only for the countries of the region, but also for economies worldwide.

This year we have chosen for you 15 articles. All of them were submitted for this year's conference entitled "Asian Economies in the Context of Globalization". Seeing that some authors describe the issues of countrywide importance and others of those having regional or global meaning, we have decided to group them according to the criterion of impact range.

The first chapter – Asian Economies in the Global Context – is a collection of papers on general regionalization or globalization issues. T. Sporek is trying to refresh the view of the globalization processes occurring at the crossroads of economy and politics. M. Bartosik-Purgat is analyzing sources of information about products and services in the light of cross-cultural research. E. Majchrowska is using Regional Comprehensive Economic Partnership case to show the importance of mega-regional blocks in global trade. In addition, we decided to add to this part the articles the subject of which is not so general, but it applies to trade relationships of a global nature. This will be the EU-India trade and investment agreement (G. Mazur), Poland-ASEAN agri-food products trade (K. Kita) or anti-dumping procedures against China under WTO rules (J. Skrzypczyńska).

Articles in the second chapter are – as the title implies – embedded in a regional context. P. Pasierbiak deals with trade regionalization in East Asia. S. Bobowski offers an insight into ASEAN-Japan Economic Partnership. A. Kuropka and A.H. Jankowiak analyse the impact of natural disasters on production networks in the region. As the last in this section we have placed the article about Singaporean Competitiveness Model applied in European economies (M. Żmuda). It may be not strictly connected with Asia & Pacific, but its concept is to transfer Asian experience to Europe at the regional level.

The last chapter – Asian Economies in the Local Context – is mostly about domestic matters of Asian countries. You will find there three articles about China (J. Bogołębska writing about Chinese monetary policy, A. Klimek describing cross-border mergers and acquisitions by Chinese state-controlled enterprises, S. Stępień and A. Sapa showing Chinese pork sector), one about Indonesia (*Development of Islamic banking in Indonesia* by I. Sobol) and one about North Korea (M. Kightley applying game theory in prediction of political changes in that state).

We think it is an interesting set of papers you will find valuable in your studies. We also hope that your scientific interests will continue to be associated with Asia and that is why we invite you to the 10th anniversary conference which will be held at the Wrocław University of Economics in November 2017.

We appreciate your time and consideration, as also time and effort of our peer reviewers. We look forward to the further submissions of interesting papers on Asia & Pacific. Thank you!

Bogusława Drelich-Skulska, Anna H. Jankowiak, Szymon Mazurek

Tadeusz Sporek

University of Economics in Katowice
e-mail: tadeusz.sporek@ae.katowice.pl

THE DIMENSIONS AND FEATURES IN THE ECONOMY AND POLITICS OF THE CONTEMPORARY WORLD

WYMIARY I CECHY GOSPODARKI I POLITYKI WE WSPÓLczesnym ŚWIECIE

DOI: 10.15611/pn.2016.447.01

Summary: The globalization can mean both potential profits and new chances, but, on the other hand, it can cause serious threats and huge challenges. A direction of its development and prevention from its negative results depends on possibilities to influence this process by particular countries and groupings, including societies. It is obvious that the present shape of the globalization bears injustice, increases inequalities and threats, so it must be corrected to a common favour. A question rises, if facing the decrease of national countries influence on the global market mechanism and a lack of other power controlling the global market (what some recognize as the real threat to democracy), steering the globalization is possible? An answer seems to be positive, however, strengthening of multilateral cooperation between countries and their common efforts to influence factors shaping this process is necessary.

Keywords: Globalization, international trade, foreign direct investment, integration, European Union.

Streszczenie: Globalizacja może zarówno przynieść potencjalne zyski oraz nowe szanse, jak i powodować poważne zagrożenia oraz nowe wyzwania. Odpowiednie nakierowanie rozwoju globalizacji i zapobieganie jej negatywnym rezultatom zależy od możliwości wywierania wpływu na jej przebieg przez poszczególne państwa i ugrupowania. Jest rzeczą oczywistą, że obecny kształt globalizacji powoduje nierówności, zagrożenia, brak sprawiedliwości, a zatem powinien podlegać korekcie. Powstaje zatem pytanie, co zrobić w sytuacji zmniejszenia stopnia wpływu państw narodowych na funkcjonowanie globalnego rynku i braku innych źródeł kontroli tego rynku. Wydaje się, iż zasadne jest wzmocnienie wielostronnej współpracy między państwami i podjęcie wspólnych wysiłków w celu pożądanego kształtowania procesu globalizacji.

Słowa kluczowe: globalizacja, handel międzynarodowy, zagraniczne inwestycje bezpośrednie, integracja, Unia Europejska.

The globalization, a very famous and current issue, still has not seen the development of an unambiguous definition in the theory of international economics yet. It is usually defined as the higher, more advanced and complex stage of the process of the internationalisation of the economic activity. According to the specialists in the field of international economic relations – globalization is the most fundamental process of changes which have taken place in the contemporary world. It is also defined as the next stage of internationalisation achieved as a result of trade liberalisation, opening up of national economies, intensification of competition on global scale and also the technological progress. The increasing mobility of goods, services and capital causes the escalation of competition on the global market and the appearance of the increasing number of competitors.

Until the beginning of the 21st century the definition of the globalization was usually quoted using the work of A. Zorska, who presented the above-mentioned category in the study: *Ku globalizacji (Towards globalization)*. At that time, according to the author, “globalization was based upon the creation of multi-connections and reciprocal interactions of states and societies. It was also characterised by the wide (international) scope of these connections, by the intensification and broadening of the relations and creation of universal interdependences” [Zorska 1998].

At the beginning of the 21st century, according to A. Zorska, the approach towards globalization has radically altered due to the changes which have been carried out on the enterprise level. As a result, the considerations have been broadened and shifted from the macro- to the mezzo- and microeconomic level. That is why the present concept of globalization presented by A. Zorska is: “a long-term process of integration of the national economies, sectors, markets and companies due to the broadening and intensification of cross-borders trade relations, institutional, co-operational and informational connections which lead to the creation of continuously stronger interdependences in the world economy” [Zorska 2014].

The main feature of globalization is its multidimensional, multilevel and multi-plane character. The first feature is characterised by its presence in the economic, political and even cultural sphere and the integration of the activities of subjects on the international scale and on different levels of: economies, markets and enterprises, also describe this aspect of globalization. The merging of the economic subjects that are geographically and branch diversified takes place [Sporek 2001]. As a result the international interdependence can be observed. However, the development of many enterprises is closely associated with running of the economic activity abroad, and the cooperation can be based upon the dependence of the weaker partners on the dominant ones. But the multilevel nature of the process of the globalization is based upon the diversified level of the main economic spheres or different markets. Despite the fact that the world economy constitutes the highest level of the globalization process, the course of that process on the level of enterprises, mainly on the level of trans-national corporations, is of the most significance, intensity and range.

The discussed feature of the globalization is regarded to be the most rapid developing international process among the conducted economic activity. This process includes all the inhabited continents and most countries. At present, it has also shifted to the level of enterprises existing in different forms on markets with the biggest significance for their own strategies [Zorska 1998].

The multi-plane character is the third feature of the globalization. This phenomenon embraces the modern information and telecommunication technologies that ensure the creation of the world communication system, the rapid information flow, promotion of the consumption patterns, life style and culture patterns.

The development and diffusion of the teleinformatic technologies contributed to the globalization of the financial markets and to the spread of the international ownership of capital. The deregulations of the financial markets were made due to the capital surpluses that appeared on the financial markets in the 80s. As a result the increase in the international mobility of capital, higher number of mergers and acquisitions of enterprises was recorded.

Following factors of the internationalisation and globalization that could be distinguished on the level of the global economy:

- development and liberalisation of international trade,
- diffusion of patterns of the market economy,
- foreign direct and portfolio investments, unification and liberalisation of the capital markets,
- influence of the international organizations,
- similarity of consumption patterns,
- technological progress.

The international organisations have the significant impact on the process of globalization. The most important among them are as follows [Sporek 2009, s. 13–32].

1. OECD – the Organisation for Economic Cooperation and Development. Its members are the 25 highest developed countries of the world.

2. The International Monetary Fund and the World Bank are of a great significance for running of the international monetary system and through its activity – for the global economy. The basic aims of the IMF are to stabilise monetary policies of its member countries, to strengthen the multilateral payment system referring to current transactions, to remove restrictions on currencies. Supporting the development of the production resources of its member countries and the balanced increase in international trade, granting assistance to its members in order to balance their balance of payments are also the aims of the IMF's activity. The World Bank supports the additional activity of the IMF in the field of long-term programmes and its members are only those belonging to the IMF. The aim of the Bank is to promote the foreign private investments and to supplement them by its own resources, to guarantee the international loans in order to restore the permanent balance of payments and of the economies of its member countries. The World Bank also supports the investments in

the underdeveloped countries in order to increase their attractiveness for investment of the private foreign capital.

3. The World Trade Organisation (formerly GATT) influences the rules of the international trade policy because its members are the countries with the highest share in the world trade. The liberalisation of the international exchange through reducing discriminatory practices, which can be applied, and weakening of tariff and non tariff barriers in the access to the market of the member countries have taken place due to the negotiations within the GATT [Budnikowski 1996, pp. 37–39].

4. Specialised agencies of the United Nations:

- United Nations Industrial Development Organisation (UNIDO),
- International Labour Organisation (ILO),
- United Nations Development Programme (UNDP),
- United Nations Conference on Trade and Development (UNCTAD).

Facilitation of the exchange of experience and knowledge, dissemination of common practices in the fields of their activities and granting assistance to the underdeveloped countries are main tasks of these specialised agencies.

The aim of regional trade associations is to boost the development of economic cooperation among entities acting in several, generally speaking, in neighbouring countries. Reduction of tariff and non-tariff barriers, unification of the rules and standards in different countries, elimination and simplification of formalities takes place in different countries. The governments also support these commonly implemented activities. The unification of technical, legal, social, fiscal and monetary conditions for economic activities in associated countries accelerates the internationalisation of enterprises not only in the economic sphere [Jagiello et al. 2001]. There are several, very important regional associations in the world. The most powerful is the European Union that with the EFTA countries forms the European Economic Area. The other very important economic associations are: the North American Free Trade Agreement (NAFTA) including Canada, the USA and Mexico. There is MERCOSUR in the North America, then the Association of the South East Asian Nations (ASEAN) and the Central European Free Trade Agreement (CEFTA). They not only affect the development of the member countries, but also create the conditions of exchange with third countries. The most powerful associations conclude the bilateral or multilateral international agreements ensuring the preferential access to their markets. Most agreements of this kind were concluded by the European Union.

Both technical-economic paradigms: mass production and flexible specialisation – together with conversion of the economies to the latter (to the flexible specialisation) are nowadays of particular importance to the development of globalization [Dicken 1992]. System of mass production, well known as fordism, was developed as a first and prevailed until the 70s. The multi-set production and distribution of standard goods for wide users were the main features of this system. The process of production was characterised by the strong diversification of production operations

and their sequencing together with vertically integrated organisation. One employed mainly workers with middle and low qualifications. Some parts of production were shifted to the other countries with really cheap and abundant labour, rich of natural resources, fuel and characterised by other favourable conditions. Initially there was the shift from developed countries to the developing ones. However, the global intensification of production delocalisation also within the underdeveloped countries has been recorded since the 70s. This has contributed to broadening of the process of globalization.

The flexible specialisation is associated with the introduction of new technologies which could be qualified according to five groups: information technologies (electronics, informatics, communication), biotechnology and the material, energetic and cosmic technologies. The modern means of transportation and connection enable the rapid communication between producers, suppliers, and consumers all over the world. It is of great significance for the trans-national corporations because they can coordinate the activities of foreign branches efficiently thanks to the rapid flow and information processing. Companies often take decisions to pass technical information over and to train their personnel abroad because the flow of information is more rapid and cheaper than transportation of goods. This intensifies the process of internationalisation. The basic feature of this technical-economic system is its flexibility resulting from the possibility of programming of the equipment based upon the information technologies. It enables more rapid switch of the production for new parameters and for different kinds. Thus, the production of the wide range of goods and better adjustment to the users requirements are assured. Reduction of the scale of production and the increase of its variety without bearing any extra costs per unit are also possible [Zorska 1998]. The demand for the labour force decreases and the change of its character is simultaneously observed – employees of high, often multidisciplinary qualifications are required.

The global strategies of the companies are affected by the rules set by governments. The trade policy of the states can influence the activity of enterprise in a different way through: tariffs and quotas, non-tariff barriers, the export of subsidised goods, local regulations, rates of exchange, restrictions on the capital flow and on the ownership, technology. The state has both the positive and negative impact on globalization. The access of foreign subjects to the particular sphere of economy can be limited by the state, which is e.g. observed in the global media market. In turn, the favourable trade policy increases the threat of entrance of foreign competitors and intensifies the competition between international companies. Thus, the companies can confront governments' expectations that are in harmony or that are contrary to global strategies of enterprises. The conflict between their own requirements and the political pressure can arise. The solution depends on the negotiation position of companies that is determined by their share in market, possessing the key technology and by their significance in the domestic market. In this situation companies can either adjust to domestic conditions or insist to integrate in the region or in the world [Jagiello et al. (eds.) 2001].

The state also shapes technical standards because their comparability enables the international expansion of product. These standards can be of protectionist character. Their comparability facilitates new competitors to achieve the appropriate scale of their activity, because the product can be immediately launched into many markets.

The marketing regulations for the competition are also of the great significance and they can be affected by the state. When they are unified the competition increases because the competing companies can enter into every other market. The legislation of state can e.g. define which media are available for the particular category of products and what kinds of advertisements are acceptable.

The globalization potential of the sector can increase the presence of state companies which are usually beneficiaries of subsidies and of many other instruments aimed at protecting the domestic market. On the one hand, it facilitates the expansion of this group of companies to foreign markets. But on the other hand, it is a stimulus that intensifies the competition, because other competitors have to develop the efficient method of competition.

The existence of state clients has the opposite effect because they usually prefer domestic producers, which is an obstacle for the process of globalization.

The most important stimulus in this group is the exports and imports volume. The higher the level of trade turnover between the countries, the stronger are interdependencies between competitors from different countries and the necessity for the application of the global strategy is increasing.

The interdependencies between countries are increased due to the global activity of enterprises. The production can be located in one country and the share of exporting goods in the market of other states has a significant influence on the company's situation in the country in which the production is situated. This necessitates the management of the competitive positions in all countries.

The global character of the competitors' activities has an essential influence on the company's behaviour. When they apply the global approach to the exploitation of the global potential of sector, the given company has to come up to its competitors, and even to make an effort to be better than them. The application of the global strategy puts the pressure both on the sector in question and on the whole process of globalization. It intensifies the competition, because their geographical range is increased [Yip 1996, p. 75 ff.].

According to M.E. Porter, even if there is a lack of factors in the environment leading to globalization, the companies can initiate them through the strategic innovations which are as follows.

- Change of the product definition – when necessary differences between products allocated to particular countries are decreasing, the companies can redesign products or change their concepts in order to make them acceptable in many markets. This was the case of the General Motors that made the “world car”.
- Identification of market segments – even if there are necessary differences between products allocated to many countries, some segments of the market

which are common for many countries can exist, usually they are not well served by the local companies or they are less affected by global barriers than the market as a whole.

- Reduced adaptation costs – differences in products between countries in question can be softened, provided that companies could invent some ways of cost reduction in changes which could be implemented in the primary product while adjusting to requirements of the local markets.
- Constructional changes – that lead to the more unified components and bring cost reductions in the supply on the global scale. They can also be connected with demand for new components bringing some savings which could also bring about changes towards competition on global scale.
- Disintegration of the production – in some sectors the obligation to produce in place can be evaded by using the local assembly with maintenance of the centralised production of some or of all components. If the economies of scale result mainly from the production of one product or some basic elements, centralisation of their production can strongly stimulate globalization of competition.
- Elimination of resources limitations and their perception – entrance of new companies can reduce restrictions resulted from the global competition on the resource-basis, because new entrants, which have not participated in the competition before the globalization of sector, can apply the new strategy from the beginning [Porter 1999, pp. 282–284].

There are two main approaches towards the process of globalization: micro- and macroeconomic. In the **microeconomic dimension** these processes can be considered from the point of view of company that acts on international markets and is subject to the internationalization [Rymarczyk 1996, pp. 27, 28]. Although it is a very important dimension in the contemporary world and the analysis of global activities should be taken into account, one cannot focus only on it. The issue of globalization cannot be limited to the microeconomic dimension exclusively. Therefore the **microeconomic dimension** is of a great importance. In this microeconomic dimension globalization processes can be considered from the point of view of national economy that loses its economic sovereignty in the present, interdependent and turbulent world. This is the reason why during the analysis the more and more complex relations on the national and international levels should be taken into account. It should be taken into consideration that many phenomena from the macroeconomic perspective have their roots in the microeconomic dimension defining the particular determinants of global activities [Osadnik 1998, pp. 15, 16].

The globalization process is complex, which can be proved, among other things, by the complexity of reciprocal relations between the internationalized environment (the microeconomic dimension) and subjects operating on international markets (the microeconomic dimension). The two-way character of these relations is their main feature, which is observed as the influence of the international environment on the market behaviour of enterprises. The new phenomenon is their influence and the

shape the environment, due to the activity of big corporations dominating the global branches [Pietrasieński 2001, p. 2].

According to the Lisbon Group, the new “global world” being established in the process of globalization means that everything that we will have in the future will be “made in the world”. The origin of globalization is in the same time the end to the national system, though in the development until now – the national level dominated and the national state was regarded as the basic form of organization of societies. The national identity was the criterion which unambiguously defined the existence and personality of the particular units (including companies) and all groups of the society. The national economy was regarded to be the only coherent and integrated form of the economy. Each process was defined in relation to the national level as the narrow (inter-country, sub-national) and wide (international, supra-national). The “national” aspect remains to be the one level of reference for discussions, but it is not the strategic point for many essential issues in the field of scientific development, technological innovation and socio-economic growth. The intensification and increasing significance of globalization processes breaks one of fundamental pillars of the nation state – the national market [Grupa Lizbońska 1996, pp. 51–53]. The national sphere is being replaced (as the most strategic economic sphere) by the developing global sphere, and it requires the introduction of global thinking [Czinkota et al. (eds.) 1995, p. 5]. The range of integration and adaptation of activities can define basic levels of globalization processes. The following levels can be identified from this point of view: **national (domestic)**, **trans-national (regional)**, **global (worldwide)**.

On the **national level** the scope of activity refers to the inside of the country, but results of this activity are of the global character and importance. **The trans-national level** is characterised by the scope of international activity and multinational range which is focused on the particular geographical area of overstate significance, but effects of this activity achieve the global dimension. **The global level**, in turn, is characterised by the multinational and international activity of the worldwide range (at least multiregional and multi-continental) having the global character and significance [Sporek 2005].

The globalization of economy and society is the modern phenomenon which adopts different forms. Some of them will disappear in several years; others in turn will lose their significance soon. The national factors, in the long run, constantly influence shapes and forms of globalization; they change the national economies and particular societies. There is no one model of globalization and that is why the generally acceptable concept of this process has not been developed yet. The determinants of the process of globalization are displayed in different fields while using different concepts [Bednarski 1998, pp. 90–92]. The following fields of globalization can be distinguished, which are at the same time, the main problems among trends of management of the future world:

- globalization of finances referring to the global capital and money flow, transferring of ownership,

- market globalization and strategies, in particular competition,
- globalization of technology, knowledge, research and development,
- globalization of consumption leading towards convergence of patterns of life and consumption models on the global scale, universality of the consciousness and culture,
- globalization of governance and legal regulations referring to the convergence of governance methods and legal regulations on the global scale,
- globalization as the political unification of the world,
- globalization of perception and consciousness [Grupa Lizbońska 1996].

Table 1 summarises the present concepts and current processes of globalization. None of these concepts expresses in the paradigmatic way the essence and features of globalization. What is more, it is even not possible to define these fields on a generalised level, and more useful (at the present knowledge) may be their operational definition in the empirical context for the aims and needs defined by detail research.

Table 1. The globalization concept

Category	Main elements
1. Globalization of finances and of the capital ownership	Deregulation of financial markets, international capital mobility, increasing number of mergers and acquisitions. Globalization of stockholders is in the first stage.
2. Globalization of markets and strategies	Integration of economic activity on the world scale, establishment of integrated activities in other countries (including R&D and financing), global search for components, strategic alliances.
3. Globalization of technologies and R&D	Technology is the basic enzyme, development of the information technologies and telecommunication enables development of the global net within the same company and between different companies. Globalization as a process of universalities of “toyotism” (rationalisation of the production costs).
4. Globalization of patterns of life and patterns of consumption, globalization of culture	Transfer and transplantation of dominating patterns of life. Equalisation of patterns of consumption. The role of media. Transformation culture into the culture “nourishment” and “cultural product”. Application of GATT’s rules in transmitting cultural models.
5. Globalization of governance and legal regulations	Decreased role of national governments and their parliaments. Attempts to create acts of new generation and institutions of global governance.
6. Globalization as political unification of the world	Analysis of integration of world societies in the global and economic system conducted by states, this system will be led by the leading force.
7. Globalization of perception and consciousness	Social-cultural processes focus on the “Single Earth”. The “globalization” movement. Citizens of the world.

Source: [Grupa Lizbońska 1996, p. 49].

Many new attempts to define the process of globalization and to systematize all the phenomena that it includes are taken while developing the process of globalization. There is a wide and rich literature, foreign and domestic, devoted to the issue of globalization, however it is scattered. It has resulted mainly from different concepts of globalization, which is not unambiguous, and from the possibility of analysing this issue from many perspectives.

The definitions and approaches towards globalization can be divided into four essential approaches: mega-, macro-, mezzo- and micro.

The rules of international economic system and its evolution into the real global economy are set and modified by bilateral, multilateral negotiations and by concluded agreements between regions, nations, branches of industry and enterprises [Kotler et al. 1999, pp. 29, 30]. Moreover the identification of these approaches results directly from the new classification of the economy being established while the process of globalization has been intensified. The discussed categories and the main features of globalization in the seven dimensions are proofs that this process has the main and dominant role both in the processes of integration and internationalisation and in the foreign and security policy.

References

- Bednarski A., 1998, *Pułapy i pułapki globalizacji*, Towarzystwo Naukowe Organizacji i Kierownictwa Dom Organizatora, Toruń.
- Budnikowski A., 1996, *Międzynarodowe stosunki gospodarcze*, PWE, Warszawa.
- Czinkota M.R., Ronkainen I.A., Tarrant J.J., 1995, *The Global Marketing Imperative*, NTC Business Books, Lincolnwood.
- Dicken P., 1992, *Global Shift. The Internationalization of Economic Activity*, Guilford Press, New York–London.
- Grupa Lizbońska, 1996, *Granice konkurencji*, Poltext, Warszawa.
- Jagiello B., Pochylczuk A., Żukrowska K., 2001, *Unia Europejska jako aktor globalny*, Sprawy Międzynarodowe, no. 3.
- Kotler P., Jatusripitak S., Maesincee S., 1999, *Marketing narodów. Strategiczne podejście do budowania bogactwa narodowego*, Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków.
- Osadnik M., 1998, *Instytucjonalizacja działania w procesach globalizacji – wprowadzenie do problematyki badawczej*, [in:] Okoń-Horodyńska E. (ed.), *Instytucjonalizacja aktywności ekonomicznej w gospodarce światowej w układach narodowym, regionalnym i globalnym*, Akademia Ekonomiczna w Katowicach, Katowice.
- Pietrasieński P., 2001, *Globalizacja a zagrożenia dla rozwoju gospodarki światowej – cz. I*, Marketing i Rynek, no. 1.
- Porter M.E., 1999, *Strategia konkurencji*, PWE, Warszawa.
- Rymarczyk J., 1996, *Internacjonalizacja przedsiębiorstwa*, PWE, Warszawa.
- Sporek T., 2001, *Globalizacja jako uwarunkowanie działalności podmiotów ponadnarodowych*, [in:] Janeczka U. (ed.), *Zachowania podmiotów rynkowych w Polsce a proces integracji europejskiej*, Proceedings of the conference, Wydawnictwo Akademii Ekonomicznej w Katowicach, Katowice.

- Sporek T., 2005, *The dimension and features globalization in the economy and politics and the contemporary world*, [in:] Żukrowska K. (ed.), *European and Complex Security Issues*, Instytut Wiedzy, Warszawa.
- Sporek T., 2009, *Procesy otwierania polskiej gospodarki na początku XXI wieku*, Akademia Ekonomiczna w Katowicach, Katowice.
- Yip G.S., 1996, *Strategia globalna. Światowa przewaga konkurencyjna*, PWE, Warszawa.
- Zorska A., 1998, *Ku globalizacji? Przemiany w korporacjach transnarodowych i gospodarce światowej*, Wydawnictwo Naukowe PWN, Warszawa.
- Zorska A., 2014, *Rozwój i umiędzynarodowienie innowacyjności w otwartej gospodarce. Implikacje dla polityki innowacyjnej państwa*, [in:] Osiński J. (ed.), *Polityka publiczna we współczesnym państwie*, SGH, Warszawa.