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## RISING SIGNIFICANCE OF GLOBALIZATION IN INTERNATIONAL RELATIONS

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Globalization should be treated as a process of spreading, in the world scale, the connections which are typical for the local economic conditions. This phenomenon is associated with the creation of transnational culture and progressively deepening network of social interactions. The mass exchange of people, commodities, services and capital on the global scale is carried out through modern means of communication and transport technologies. This process includes also long-distance migration of people. 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 grouping, 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.

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### Introduction

Modern international relations are characterized by a big stimulation of economic and political cooperation processes. Their developing started after the cold war ended. Collapse of the double pole system enabled many countries to join a creation a new structure of international relations, by rising democratization, bringing a reform to open national economies, trade

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liberalization and a flow of production factors, influencing their re integration with the world economy.

Global economy is an economic system, a new organism, in which there are global relations to act and lead economic activity, communicate and transfer in the whole globe (Oziewicz, 2006, p. 48). It is not a notion equivalent to the world economy. Like a traditional world economy was a progenitor of the present economy, the modern world economy creates basis to the global economy.

The world economy becomes the global economy by merging national economies into one organism. More and more subjects act in the global arena, creating bigger relation between them. At the time, a dominative role in development of economic relations don't have national countries, but over national institutions and structures. A dominative role of industry in the world economy is replaced by economy, based on knowledge.

A system of the global economy is realized by many changes, both in economy and in other branches. There are reforms opening Asian countries, especially China and India, joining economies of Middle East Europe into the world economy, significant fall of transport cost, multilateral liberalization of trade, de regulation of telecommunication markets, a fast progress in informatics and telecommunication (Sporek, Kozak, 2014, p. 36–54).

## **1. Globalization's characteristics**

By the latest statistics of International Monetary Fund, in 2014, US strengthened its dominative position in gross domestic product, reaching an amount of 17.4 billion USD, and China got second position with 9.7 billion USD since 2008, overtaking Japan – 5.2 billion USD and Germany – 3.7 billion USD.

The full picture of 30 countries with their gross domestic product in 2014 presents table 1.

A growing number of member in the World Trade Organization, shows an increase of meaning of international solution, concerning trade and interest bigger number of countries in rules of WTO in economic relations. A number of trade agreements and economic group, registered in WTO, till January 2010, a number of regional trade agreements rose over 366. (Sporek, 2006, p. 129–131).

By A. Gwiazda, the global economy, meaning the economy, which work in the whole planet, where got to a total internationalization of different production factors, in a result of many various political, market and cost, is already

a fact. It happened thanks to private firms, especially over national corporations. (Gwiazda, 2000).

**Table 1.** Gross domestic product of the biggest world economics in 2014 (billion USD)

USA	17.438
China	9.761
Japan	5.228
Germany	3.747
France	2.862
Great Britain	2.627
Russia	2.215
Brazil	2.170
Italy	2.148
Canada	1.887
India	1.750
Australia	1.459
Mexico	1.396
Spain	1.394
South Korea	1.271
Indonesia	863
Turkey	851
Holland	830
Saudi Arabia	747
Switzerland	672
Sweden	579
Poland	544
Belgium	528
Norway	527
Taiwan	517
Argentina	497
Austria	440
Colombia	389
Venezuela	377
Republic of South Africa	371

**Source:** International Monetary Fund – World Economic Outlook 2015, value in present prices.

However we can polemicize, if the global economy, as a system fully integrated, works already today.

By W. Szymański, still existing customs, political barriers and infrastructural differences, as well as differences in economic politics between countries, still make impossible to get to a point, where everything could be manufactured in any place in the world. (Szymański, 2004) McKinsey Global Institute, which deals with researching the global economy, in its document containing conclusions in ten years' observation, and presented an annual summit in Davos, claims, that the real global economy hasn't begun yet. Even if some markets, especially capital ones are getting close to the full global integration, what appears by functioning of the same international law, other markets are rather markets are rather shut or in indirect stage. In the MGI opinion, goods markets for instance, are counted to the last category, being between local ones and the global market. Whereas, labour are the least developed, so still, first of all, local ones. MGI depends getting to the global economy on functioning a certain dynamic system of mutual relations in sectors and markets, in the global scale level. It points, that the process of getting to the global economy will take decades and disappears only, when the most production will go to the global market. MGI sees huge possibilities to accelerate the process of total globalization of the word economy in a progress of technology and innovations, as well as, in a change of direction and a way of setting and execution of law rules by national governments. So far, presently set rules mainly postpone this process.

The word capitalistic system was analysed fully by Immanuel Wallerstein in his theory-center and peripheries. In his opinion, a progress of economic drainage will cause bigger and bigger accumulation of in developed countries (Wallerstein, 2004). As the author of the modern world system, a social system based on capitalistic economy, which began five centuries ago in Italian towns, Wallerstein represents a dependistic school. He divides the word into four kinds of regions: center, semi peripheries and outside area. According to this conception, the center is an engine of innovations (technical, organizational and cultural) and takes profits with them, getting all values worked out in peripheries, where it passes technologies and simpler, less profitable works. Semi peripheries try with different luck to imitate and get arrears towards regions creating the center. An example is Japan, for which this process finished with success, and from periphery position, this country is now a center of the modern world economy.

The center of the world economy is now created by the North America, West Europe and a part of the South-East Asia. In the led analysis, he exam-

ined relation between the center and peripheries, also a run of two cycles lasting about half century, such called Kondratieff's cycles, as well as logistic cycles taking about centuries, which got to a conclusion, that there is a period os such called stagnation of the world system at the turn of 20<sup>th</sup> and 21<sup>st</sup> century. This event will weaken present centres of the world economy, especially US on a cost of semi peripheries, especially Far East and Arabic Countries (Penc, 2003).

Globalization is not a new notion. Despite that, it is a subject of many research and books. Being the ambiguous and multi meaning noting, it is difficult to describe what globalization process can be analysed in many crosses. That is why, we can find different definitions of this process in the subject literature. It is difficult to set a concrete date, when the term globalization appeared for the first time. J.A. Scholte says in his book, that it appeared in English in 1959 and was used in Webster Dictionary in 1961. While, by J.Dynarski, the word globalization was used for the first time by R.Robertson in 1985, who described it as a group of processes, which co organize the common world. A special world „implosion” is accompanied by „explosion” of some cultures, institutions and styles of life. Globalization is the notion of discussion about social change and serves to describe phenomenons. In the modern world, both on social level (economy and politics) and cultural system (Dynarski, 2003).

By Nelson Mandela „globalization is an unavoidable process, which, in a longer time brings profits to the whole humankind, it supports a free flow of goods and capital, abolishes trade borders between nations, assures to markets and flow of technologies and cheap products of the first need”,

G.W.Kołodko, by globalization understands „a historical and spontaneous process of liberalization, which was so far separated and in a loose relation of functioning markets of goods and capital with some delay and smaller workforce, technology and information scale-in one interrelated market. There are three key words: liberalization, integration and two additional ones-historical and spontaneous (Kołodko, 2008, p. 18).

European Commission defines this term as „a process, in which markets and production in different countries become more and more related because of dynamics of goods and service trade, flow of capital and technology”.

In the Polish literature of the subject, most often we can meet a definition of A. Zorska, who explains, that it is „a long process of integration of national economies, sectors, markets and companies, thanks to a spread and intensification of over borders economic institutions, cooperative and informatics

ties, what leads to creation stronger and stronger interrelations in the world economy" (Zorska, 2008).

The mentioned above definitions show, that each author understand the notion of globalization differently. But, they have common characteristic charts, they describe globalization as unavoidable process of „shrinking” the world that means borders vanishing and elimination of different barriers, which stop interrelations between countries.

A consequence of this process is unification of all aspect of economic and social-cultural life. So, we can say, that the world is the one big „global village”, in which all differences disappear and consumption and production in the world scale, is nothing extraordinary. For the most society, globalization processes are only associated with American style of politics-economic and cultural life. Specialists searching globalization processes perceive them differently. Some of them think, that globalization is an advanced form of economic activity and ties between subjects existing in the economy. Other ones think, that it is a kind of influence of all life branches to each other, and it is a system of growing up corporations and international organizations.

Lisbon Group in the „competition borders” mention a few areas of globalization and processes working in them. They are:

- finance and capital, growing number of fusions, de regulation of finance markets, an increased capital turn,
- markets, or heading for integration of economic activity in the global scale,
- technologies, research, progress and strategies, so first of all, going to development and finding the best solutions in that area,
- life styles, consumption models and culture, their spread in the global scale and unification of consumption models,
- perceiving conscience, in which the most important are cultural and social processes,
- political unification of the world of the on politics area, that is creation a system, which will govern over each element of it,
- law regulations and governing, or a trial to limit a power of particular countries, creation unified institutions and regulations concerning the whole world (Penc, 2003).

At the turn of 12<sup>th</sup> and 21<sup>st</sup> centuries the economic factor became a key element of the globalization process, which is accompanied by a rich domestic and foreign literature. It is said, that globalization has made the biggest progress in this sphere, so far.

In the economic meaning, globalization is most often described as the process of creation of unified, global market of goods, service and produc-

tion factors, involving all countries and geographical regions, what leads to a growing spread and unification of market, that is an increase of economic interrelations between all countries in the world. By International Monetary Fund, it happens by a growth of over billions transactions in the trade of products and service, as well as growing flows of capital and faster and faster spread of technology. We can't miss a huge role of scientific-technological progress, changes in the international competition and, first of all liberalization and de regulation of economic politics of countries (Sporek, 2015, p. 186–191).

In my previous out works I defined the globalization as the highest form of the company's internationalization, which can be described as treating the world like a common market of supply and sale of products of the company, which can lead research, that need big outlays on technology and marketing. These are transnational corporations.

From the latest publications scarified the globalization, we should mention out works of J. Stiglitz, P. Drucker, G. Soros and conceptions of A. Giddens (Soros, 2005, Stiglitz, 2004).

Variance of definitions of the mentioned authors is depended on the enter point, which is an element of analysis and starts with a company, country, regional group, having finished with the world economy including elements of management.

In discussed definitions the most important is an element of growing integration of the world markets, by an increase of different relations between them, mainly in the trade, production, investments, what leads to the growth of international economic interrelationship. It can be a simple asymmetric countries dependence on other regions and countries dependence on other regions and countries sources, but in the globalization context, it is also a big increase of influence of phenomenons, happening in some countries, on other countries and regions or even the whole world economy. Often events far geographically, influence directly a particular country (for example financial crisis). This economic relation can mean, that a development of the particular country or company becomes also related to a successful foreign activity. What means, that economic subjects must consider local and the world aspect of a problem, when making economic decisions, as well as a point of the whole international market partners. It should be reminded, that in a result of more intensive international relations, the world economy is not a set of individual markets any more, but it transforms into a system of integrated markets. A question, how much integrated, or globalized, is already the modern economy-comes back.

## 2. Globalization's components

From the previous deliberations it could result, that we have already the global economy nowadays, at least in the financial and partly products markets level. But it is not true, because separate countries went through global trends in different level. Besides, a main stream of the globalization process is still focused on the countries of Triad, which is created by West Europe, North America and South-East Asia, what means, first of all, integration inside their economies, not in the whole world economy. They focus about 20 countries, which make 80% of the world production, being only 16% of the world population. Additionally they generate 40% of the world gross domestic product, are a source of 95% of the world direct foreign investments, and bear 90% of the world expenses on research works. It is visible, that in the most countries outside Triad, the globalization works in a little range, and it didn't get into some at all. Germany and other countries of this out work, belong to the already modified Triad, and they are a subject of the globalization in a big range.

It should be stressed, that chosen areas of East Europe and South America remain in a very unprofitable economic and technological situation. It means, that globalization processes are going on and it is a long way to their final in geographical sense. There are many markets and sectors, which are many markets and sectors, which are still strong locally, but there are also companies even in global sectors, which are successful only in local or regional scale.

However, the process of integration of domestic economies is spreading undeniably, by an increase of international trade, including specialization of production by growing flows of capital and finance, by bigger and bigger harmonization of instructions and economic systems. As a result, we observe a gradual begin of the global economy. However, by W. Siwinski, even the capital market, although the most integrated, is still not fully global, because the international diversification of investments is still-as he claims-in the beginning phase. Moreover, there are still many differences between financial markets of particular countries. For sure a creation of the global economy can be seen inside Triad countries, which are economic and technological leaders. They are now related tightly in trade, investments and company cooperation. While, it should be said, the global economy in the whole world scale, is still being begun and the globalization process, although developing very dynamically, is still not in the whole world (Siwinski, 2001).



The globalization process can be analysed in two meanings: micro and macroeconomic meaning, processes should be examined from a point of the company's view which acts in the international markets, and is a subject of internationalization (Rymarczyk, 1996, p. 26). In the modern world, it is undoubtedly an important aspect, however the analysis of globalization can't be concentrated on it. Issues of the globalization should not be limited to the macroeconomic aspect. That is why, the macroeconomic aspect takes an important meaning, in which globalization processes should be examined from the national economy point of view, which loses its economic independence in the modern related and turbulent world, what forces to consider more and more complicated relations inside countries and international ones in analysis. It should be remembered, that many notions from macroeconomic aspect has its roots in the microeconomic one, which determines numerous analytical factors of globalization actions.

Complexity of mutual relations between internationalizing surrounding (macroeconomic aspect) and economic subjects, working in in the international markets (macroeconomic aspect) is one of proves, how complicated the phenomenon of proves, how complicated the phenomenon of globalization is. A characteristic chart of these relations is their two direction character, appearing both in in influencing the international surrounding on company's behaviour in the market and-what is a new phenomenon-in possibilities to influence this surrounding and even shaping it by big corporations, dominating in the global branches.

By Lisbon Group, creation new „global world” means, that everything we will have in the future, will be „made in the world”. So, beginning of globalization is a start of the end of national system, though it was, dominating so far, and the national country was considered to be a basic form of society organization. National identity was a criterion, describing definitely existence and personality of personality of particular beings (including companies) and whole social groups, and the national economy was considered an only cohesive and integrated form of economy. Each process was defined in relation to the national level as narrower (subnational inside national) or wider (international, over national). National aspect still remains one of the relations, but it is not a strategic one, when it comes to basic matters of scientific progress and social-economic development. An increase of globalization process in the economy touches one of the basic pillars of the national country, which is the national market. The national space is now replaced (as the most important strategic economic space) by creating global space, and it needs to bring an imperative of global way of thinking (Rymarczyk, 1996, p. 27).

The basic levels of globalization can be defined by ranges of integration and adaptation of activities. From this point of view, we can isolate the national level (domestic), transnational (regional) and global (world).

On the national level, the range concerns inside of the country, but its effects have global character and meaning. Transnational level is characterized by international and multinational activity, concentrated in the special geographical area with significant over national aspect, which results get the global meaning. The global level is characterized by multinational or over national activity with the world range (at least over regional or over continental), having the global character and meaning.

Globalization of economy and society is the latest phenomenon, which takes national forms. Some of them will disappear in a few years or later, other ones may lose their meaning. National factors still influence a way, in which, forms and processes of globalization change national economies and particular societies.

Along with developing internationalization of economic process, in the international area, a new notion appeared, which has such a big meaning to the international society, that it is described as global problems. In the recent years, a belief of appearing global problems and necessity of their urgent solution, became common. Many processes, considered incidental in the seventies of 20<sup>th</sup> century and earlier, got a repeatable character (for example ecological disasters) or a steady one (developing poverty of developing countries). Inspirations of Rome Club appeared and became basics of human expansion limits. Revolution in thinking, inspired by Rome Club, was based on questioning a base, previously taken in the history of humankind, that nothing can limit expansion of human race, and progress of science and technology is able to break all barriers.

In the described attitude, unprofitable phenomena are analysed in a context of the world as a whole universal system threatened by growing problems, which appear in spontaneous, permanently accelerating evolution. It is a characteristic attitude to such called globalistics, only appearing new, interdisciplinary research branch, dealing with economic-social global problems by Andrzej Werner, environmental protection became the most important social form, overtaking inflation and a fight poverty and unemployment (Werner, 2007).

Trials to set a list and a hierarchy of global problems are a subject of disputes. The conference of The United Nations Organization, in 2008 in Poznan titled Frame Convention of United Nations Problems of Climate Changes (UNFCC) was a preparation of discussion in Copenhagen, where a new agree-

ment on limitation of greenhouse gases is going to be signed. Agreement in Copenhagen is to replace a protocol from Kyoto, which obliges countries to reduction of gases causing the greenhouse effect at about 5,2% till 2012. This protocol was not ratified by the US, China and India. Despite doing it, they do not have to observe its regulations as developing countries. Emission of a carbon dioxide – CO<sub>2</sub>, disappearing forest areas, air pollution by nitrogen, „oxygen free sphere of rubbish” in the Baltic sea, there are effects of climate changes in storms, hurricanes, glaciers melting and cyclones in Asia and America and many illnesses all over the world. In conditions of big differences in level of problems importance and ways of their solution, becomes complicated. For example, the most developed countries think, that the most important is progress of technics and environmental protection. These opinions are divided, when it comes to a use of seas and oceans sources. But the most arguable are demographic questions. Omitting above restrictions, the list of global problems can be presented in a following order: global safety and disarmament, demographic problem, food problem, environmental protection and a problem of international law and economic regulation. Cultural and religious changes became a subject of the global problems only at the turn of 20<sup>th</sup> and 21<sup>st</sup> centuries, but their role gets a bigger meaning rapidly, as a result of relocation of a regions quality, which this process concerns, towards Asian climate direction.

Global, environmental and social challenges are characterized widely in publications of Committee of Prognosis „Poland in the 21<sup>st</sup> Century” edited by Polish Academy of Science. One of the main problems is, that less developed countries have a higher rate of demographic growth rate, what strengthens their poverty and threatens ecological balance of the world now. While rich countries can look after their environment effectively, poor countries can't afford it, and since they dominate in the population number, we are threatened by ineverisible environmental change in the world globe. This problem also causes an obvious political threat in the global scale: division into small numerous „North” and far more numerous and poor „South” is not stable. This problem is not to be solved by rich countries philanthropy. It is necessary a more common understanding all threats tried with this problem and using various technologies, offered by developing informative civilization to protect from these threats. It is realistic and trials in this direction are in many countries. It is tied with a notion of a balanced development.

Macro attitude to the globalization can be characterized as its treatment from a side of mutual impacts and relations of national economies, regarded one of the basic subjects and key elements of the world economy system,

considering international, geostrategic and worldwide aspects of above relations taking place between them. It is a traditional attitude, developed in such economic disciplines and theories as macro economy, and open market economies, international economic relations and international finance. This attitude deals with globalization taken as relations, coordination of economic activity going on in national and international economic structures, in the world scale.

In the literature of the subject, there are many definitions, which consider attitude in the macro scale. Below definitions join a pressure on system, integrative and ordering aspect of globalization processes, not going out of traditional understanding the world economy as a set of national economies.

W. Szymanski says, that globalization as a matter of fact, is bigger and bigger range of free market mechanism, working not only in the national countries borders, but also in the world scale. Easiness to transfer production factors through borders questions more and more, a role of the previous conception of national economy.

In this process, not only corporations, but also capital, production technology and work force stop being only national. By A. Gwiazda, globalization means joining different and independent markets in various countries into over national world market. It causes tightening mutual commercial, investment and contractual relations between economies of different countries. Thanks to development of transport and telecommunication, and first of all to a growing liberalization of international trade, borders of particular countries become more and more „let in” for economic activity of foreign subjects, which brings closer and integrates countries in transnational productive-commercial systems. D. Levy and J. F. Coates think similarly. By the first one, globalization relates to the growing number of national economies by international trade and foreign direct investments. With a growth of capital mobility and development of new technologies making an easy communication, borders of particular countries become more and more „let in” to the economic activity, realized in the international scale. J. F. Coates treats globalization as a process of stronger and stronger joining of singular country economies, into the world economy (Coatest, 1996). W. Michalak stresses, that, in globalization, singular country economies are involved in the world system, which is related by international transactions and processes. It is growing a system of dependence of national economies, which are transformed by economic activity realized in the international scale. J.H. Dunning sees a gradual creation of the global economy, in which economically leading countries are related tightly in trade, investments and cooperation of companies. To create and

start functioning the global economy, there are needed liberal conditions to development of international trade, companies investments and productive-commercial activity of their foreign branches (Dunning, 1992). J. Dietl stresses, that globalization of markets is unavoidable and it comes from:

- economic development and as a result of increase of spending power,
- technical and organizational progress which accelerates spreading innovations and development and decrease of communication and transport cost,
- liberalization in free flow of work force and financial and intellectual capital,
- changing criterions of a choice of products, which cross national borders, and create the world market. Summing up the above definitions, we can say, the modern world economy reminds less and less its protoplast – the traditional world economy based on national subjects.

First of all, it stops being a sum of national economies, and becomes the global economy, in which integration of national economic organism goes. Clear, easy to a quantitative record, commercial relations typical for the traditional economy, where national economies played the main role, give in to various, which are difficult to set statistically. They depend more and more national economies on the international environment. It is worth to ask a question, if all countries take part in the globalization process equally and, if it means equal chances and threats to all of them. Ph. Kotler, S. Jatistripitak and S. Maesinencee put attention, that in the new global context, national and regional economies are joined by vital ties, ties, with each other, but any of players can't impose his will on the remaining part of the world. An increase of possibilities and threats come-on one side-from cooperation and-on the other one-from cooperation and-on the other one-from competition and conflict. Moreover, they say, that the worst solution, which the particular country can accept, in conditions of the global interrelationship is an autarky. However we should remember, that in the modern economy we can speak of three kinds of market, defined by a level of their economic development: the developed market also called a consumer one, an surviving market. There are almost billion consumers in the developed markets, who have an enough spending power to meet the most of higher needs. In the recent 20 years, almost 2 billion people (thanks to a rough acceleration of the globalization process) became consumers in the emerging markets. In these markets meeting basic needs eats up a bigger part of consumers spending power. Almost a half of the humankind live in the surviving markets (3 billion people), where basic needs are not met in the enough level, while higher needs are often not defined socially.

K. Ohmae put attention on the fact the modern competition happens inside such called Triad, consisted of the most economically developed regions of the world: North America (US–Canada–Mexico), West Europe (European Union), and countries of South-East Asia, which are related tightly to each other (trade, finance and cooperation). Over 90% products (goods and service) are and used inside Triad. Chances to developed for countries and regions less developed, so father or nearer peripheries, (for example East Europe) lie in intensification of trade and cooperation with Triad and getting into it. On thesis is based heading Middle-East Europe countries of the region, for getting to European Union. Globalization, in the macroeconomic view, assimilation of market economies of developed and developing countries to one of three models of integrating systems in Triad countries. These are characterized by:

- dominance of the private group property of companies,
- market – competitive mechanism of sources allocation in the international scale – a high level of economic cooperation between their members (international trade, direct investment in international scale. A high level of de regulation of de regulation of financial capital and products markets).

From above, it comes, that, although economic conditions influence an increase of interrelationships between domestic or markets, not all countries and societies are beneficiaries of the global economy. Bringing significant profits to many markets or international regions, in other parts of the world globalization causes conflicts, unsolved problems and threats. Considering important differences between the level of development and internationalization, we can't speak about full globalization of markets. At the present stage of the world economy development, the full global integration seems to be little probable. A. Zorska stresses, that fragmentary and concentrated (geographically and branchy) of globalization leads, first of all to integration of higher developed and better equipped economies. In the general globalization process, about  $\frac{1}{3}$  world countries are integrated-stronger or weaker. They are countries of Triad and their groups. The next  $\frac{1}{3}$  of the world countries has little meaning and remaining  $\frac{1}{3}$  is excluded from these processes. Though, it is not sure, if the first group will increase in the future, while it is very probable, that the third group of countries will stay farther behind the rest. For this is a fact of growing differences in income and in level of economic development in the world. They come from a concentration of activity, which creates a big value in the developed countries, what is characteristic for the globalization process. The process of globalization is not equal in the section of branches, in other words different branches are characterized by

different level of globalization. The globalization in a mezzo attitude is tied mainly with appearing such called global branches. M.E. Porter differs basic kinds of sectors: domestic industries, multidomestic industries and global industries. In the first group we have industries, in which competition is led with a little relation to what happens in other foreign markets. A level of this relation will be higher to domestic ones, (because in multidomestic industry charts of products can be adapted to expectancies of a group of countries, and in the domestic industry only to a specificity of singular domestic industries). It looks differently in case of the global industries, in which a strategic situation of competitors in the basic regional or domestic markets depends on their general situation in the world scale. (Liberska, 2016). This means, that the global industries demand from companies a coordinated competition in the world scale, because a competitive position of companies in one country is related to a competitive position in other countries vice versa. In the global industries it can be used an effect of profit scale using outlays in some parts of the world to realize profit in other ones. Companies watch their actions in the world and build their own strategies, considering strategies of their competitors. Among the global sectors we can separate industries, which development is shaped free by companies, and industries, in which system of public orders causes a stop of globalization by the state (such called limited global industries). M. Romanowska counts to the global industries, these ones, in which:

- occurs a strong effect of scale and regional diversity of cost,
- it exists a united demand allowing to produce the global product,
- there are not strong political or administrative barriers to get in,
- there are serious competitors from different countries and a wide range of import and export.

The globalization process has many characteristic charts. To them belong: a bulk trade of products and service in the world scale, lively capital turnover in the world scale, transport progress, creation and spread of new technologies (especially informatics and communication systems), a lively migratory movement.

The globalization processes cause big changes in the economy and in the way of society life. It gets to these changes more and more often than it was years ago. It is not easy to adapt to new realities, that is why globalization doesn't involve only the economic area, but also enters to a moral sphere of every man.



### **3. Positive and negative of globalization – estimation of chances and threats**

In discussion on globalization, the biggest differences concern undoubtedly its consequences, chances and threats for the future. In its sets, globalization was to be profitable to everybody, while in fact, it brings different positive and negative effects to various countries and social groups. Variety of its effects means, that, what is a chance to some, it can become a threat to others, and vice versa. In a result, some see in it a serious threat to themselves and to the economic future of the world, especially to equal developing, while others think, that only globalization can assure a stable and balanced development of the whole world economy. This extremity of views comes from a fact, that globalization contains itself a basic contraction, which is going to realization of micro and macroeconomic aims at the same time (Falksota, Jung, 2008). These aims very often exclude each other (for example a permanent expansion, maximization company profit versus a need to protect rare nature sources). It is obvious, that is good to the economy, it is not always good to an average citizen. So, it is impossible to make a clear estimation, not looking at business of particular groups. And even then, opinions are divided. Besides, estimations change very fast, because, when time passes globalization shows its new faces. Of course its opponents stress mainly costs and threats, while enthusiasts see in it only profits and new possibilities, although a number of people with restrained position increases, looking at many negative prognosis and fears (Porter, 1992, p. 270)

For sure, a view, that globalization carries with itself new possibilities to get economic profits, which were not met so far, is right. But it should be remembered, that not all have an equal access to them. For some, both people and whole societies, it is completely shut, that is why, it is said about „winners” and „losers” of globalization. Beneficiaries are mainly transnational corporations, banks and rich countries from Triad, while the losers are farmers, small and medium companies and poor countries, so all these, who don't have a potential to cope with a stiff competition and sources allowing to adapt to challenges of the globalization. However, it doesn't mean, that less developed countries can't join profitably these processes, what prove such called „emerging industries”.

To profits got on the company level we can count: maximization of profits with minimalization of costs thanks to a spread of markets in the global scale, development of international specialization and the increase of economic effectiveness, thanks to a competitive pressure and a growth of pos-



sibilities to cooperate and create strategic alliances in the whole world. However these profits concern only a small group of subjects related to international and global business, (Liberska, 2016) so mainly transnational corporations, which use actively new possibilities of free allocation to buy production factors and to find places of sales, thanks to adaptation to challenges of globalization.

However, it is possible to point macroeconomic profits, which the globalization brings both to the economy and the whole society. It is mainly a bigger access and a wider choice of goods and service and their lower price to consumers and a wider access to the capital, technology and informatics for producers. Also, a better work division, by more effective allocation of human, raw material and capital sources, what should lead to the economic growth. Thanks to abolition of trade barriers, globalization is also for favour in foreign investments development and trade in the international scale, what influences an increase of life standard of citizens in many countries, by creation new work places for unqualified work force in poor countries.

However, besides a positive influence on the economic effectiveness in the world scale, globalization brings with itself numerous effects like threats to the countries future and even whole societies, which started growing in the second half of 20<sup>th</sup> century. It should be stressed, that criticism of the globalization is much louder and common, because of the increase of problems like: poverty, unemployment and social marginalization in the globe scale, which have had only a national range so far. But we should differ the globalization as the process from the global problems, which are often equated with the globalization, and which can, but they don't have to be its effects. The global problems are these development matters and threats, which are characterized by world wide range and the requirement of the global cooperation, having a significant meaning to the international society and to the future of the man. We count here the problem of poverty, hunger in the big part of the world, ecological, demographic problems international debt or the threat of nuclear war. They are secondary effects of the economic development, which get the global range. At the same time, we can set, that their meaning and influence on the world development grows, as a result of the globalization. There are different relations between the globalization and the global problems. The globalization helps to solve some of them, increasing others, at the same time.

There are many currents in a polemic on the globalization, because there is not a consent, what is its superior problem, and therefore what is its biggest challenge. Nevertheless, as the most serious negative results of the glo-

balization, which are a source of the biggest threats for the future, the majority recognize the growing of mass unemployment and poverty, an increase of social-economic disproportions, marginalization of poor and little developed countries, growing instability of the financial markets, which causes financial crisis in the global scale and weakness and questioning national state role in steering the economy process. In the literature there are three currents on the point and effects of the globalization.

There are:

- globalists,
- global sceptics,
- supporters of the global transformation conception.

By globalists, the globalization is a new area and it shapes the modern international relations. The world economy is now more integrated it has ever been. Some of them see in globalization new possibilities, others threats.

For sure, on the list of positive results of the globalization is a free flow of capital, products, service, technology and people. Production and consumption in the world scale cause a decrease of consumption goods. Prices. The globalization is for a favour in a competitiveness promotion, creation new work places and an increase of number of educated people. On the list of threats caused by the globalization we can find, first of all, a growing gap between poorer and richer social group. Critics think, that one global market, production and consumption in the world scale and decrease of cultures, is a huge threat to the humankind and the world economic order. They think, that globalization processes lead to a loss of countries, and this is the main reason of financial crisis, which influence the whole world.

By global sceptics, the globalization is nothing new, and we should speak about father internationalization of the world economy, than about its globalization.

While supports of the global transformation conception think, that present globalization processes differ from the ones in the past. A basic theory of this conception is, that the globalization processes are the main factor causing economic-political changes, and the world.

An analysis of the globalization effects can be seen from an optimistic and pessimistic point of view. The optimistic version stresses, that the globalization allows an increase of effectiveness and productivity levels, so also a growth of life level. Producers have an access to a bigger number of consumers, who have a choice among a huge number of products. For sure, the globalization enables a simpler and faster exchange of information, is in favour of technology progress, it causes a promotion of new countries and

regions, by foreign investments inflow. The globalization process helps an increase of international specialization, enables products, service, capital and people flow. There is a big freedom in the electronic and physical communication between people in the whole world.

The opponents of the globalization think, that it brings a lot of bad things with itself. First of all, a role of the state is limited, traditional social and cultural values disappear, mutual relations of different currencies between each other causes a big threat of crash in the financial market. Less developed countries have a chance in the international competition, so it creates some kind of disproportion between countries in the modern world. Criticism also reaches the international companies, which are too powerful and threaten countries and their societies.

A good example in divagations on the globalization effects can be a thought of Kassangan, who thinks, that it is too late to say if we support the globalization process or not. The globalization became a fact, and this process can't be diverted. The most important is, so that in this process there were more good things than bad ones, and so that whole population of the world, both rich and poor can use its benefits.

However the globalization effects are felt undoubtedly in bigger or smaller way, better or worse. Everything depends on development level of a particular subject. A trial of subjects comparison, which benefit and which lose from globalization, shows table 2.

**Table 2.** Comparison of subjects benefiting and losing in the globalization process

Subject benefiting from globalization	Subjects losing from globalization
<ul style="list-style-type: none"> <li>• Countries of Triad</li> <li>• South-East and South Asia</li> <li>• Management and Engineering Personnel</li> <li>• Mobile people</li> <li>• Creditors</li> <li>• Global markets</li> <li>• Strong countries</li> <li>• Qualified people</li> <li>• Public sector workers</li> <li>• Sellers of products technologically advanced</li> <li>• Countries of Triad</li> </ul>	<ul style="list-style-type: none"> <li>• Weaker, developing countries</li> <li>• Africa</li> <li>• Workers</li> <li>• Immobile people</li> <li>• Debtors</li> <li>• Local societies</li> <li>• Weak countries</li> <li>• Unqualified people</li> <li>• Unqualified people</li> <li>• Private sector workers</li> <li>• Sellers of agricultural, raw and standard industrial products.</li> </ul>

Source: *Międzynarodowe stosunki gospodarcze*, (red.) E. Oziewicz, T. Michałowski, (2013), PWE, Warszawa, p. 304.

Bigger and bigger problem touching developed countries, is an increasing unemployment, caused by relocation production to cheaper work markets in poor countries by transnational corporations. However, much serious reason is technological progress, replacing more and more often a factor of unqualified work with a factor of knowledge and modern technics, because it spreads all over the world, thanks to the globalization. In a result, in all traditional sectors of economy, like agriculture industry and service, technology replaces human work forces, reducing a number of employed and bearing a mass poverty (Falksota, Jung, 2008). Indeed, new sectors of economy open new possibilities and generate new work places, but only to a small group of the best educated and, and in more and more limited range. So the weakest social group with the lowest qualifications – the majority of the society – lose from the globalization. It bears a mass frustration, aggression and social destabilization, which lead to the increase of crime. By J.Rifkin, technological unemployment is a reason of the crime increase in bigger and bigger number of developed and developing countries, what is proved by research showing an alarming correlation between the increase of unemployed number and the crime with violence use. (Rifkin, 2001). He thinks, that creation new chances and social obligations when traditional employment disappear, to millions of people, will be a hot social problem of the present century, It is observed, that a farther increase of technological unemployment, can seriously touch a previous cohesion of the market mechanism shaping income, demand and the whole mechanism of economic development, because, along unemployment there is a decrease of pays and increase of differences in income.

The economic polarization, or disproportions in the income division and marginalization of big social groups, is the following problem, which about the globalization is blamed. Saying shortly, polarization means, that the rich are getting even richer, and the poor much poorer. As a result of rough market activity and a power of transnational corporations, begins to be divided into 20% minority of beneficiaries and 80% majority of marginalized, both in the world scale and particular companies. An increase of disproportions happens both between people, social group, regions and countries, what causes their segregation towards usefulness to the global market. In the result, a part of population unable to cope with the global competition, is pushed off on a social margin, without any chances of promotion. For example, in Brazil 25% of the poorest earn only 2.5% of the national income, while 20% of the richest control almost  $\frac{2}{3}$  of the gross domestic product. In America today a decrease of pays, permanent decrease of unemployment and growing polarization of the rich and the poor, change some regions into a country of the

dregs. From the economy point of view, the income diversification and creation possibilities to become rich, is profitable because it mobilize people to bigger activity and work effectiveness, what is in favour of economic progress and development. But we can't forget, that too big income differences can lead to a steady diversification of a life start and cause destabilization, break down of the state structures, a growth of pathology, and a stop of economic development speed. We can say, that the globalization influence on social differences is discussable, but undoubtedly this problem is a big threat for the future, and the state must part actively in solving it, taking a new role in redistribution of the made wealth (Budnikowski, 2017, p. 455).

It was reminded many times, that the globalization process goes very unequally, strengthening permanently an economic power of a small number of the richest countries, while it gives very little to the left majority of countries, bringing poor countries to debt, impossible to repay. Permanent increase of development differences of rich and poor countries threatens the marginalization of the latter ones. It is estimated, that in case of continuation of the present processes, they don't have the smallest chances to stop a speed of the increase of the development difference towards the rich countries. A question arises, if this tendency can be turned if not, a fear to touch the world safety, which nowadays is based mainly on the economic safety of countries. A proof, that the globalization works mainly, although not only, for the society goodness of the developed countries, is their share in the global domestic product, which was 80% in 2000, a share of developing countries didn't manage to cross 20%. Such called Asian tigers (Taiwan, Hong Kong etc) are a small group of countries, which managed to use fully the globalization processes, and thanks to it, were promoted to a group of more developed countries, and even to get a success. However, the majority can't cope with the globalization challenges, because they don't have the right assets or not much to offer zyktu the global economy. That means a situation, in which many countries and companies don't have common boards of competition. As the result, the word economy is dominated by the small group of transnational corporations and other international companies, which push off a rest of less competitive companies to worse markets or to a role of under producers of transnational corporations. Additionally, rich countries and corporations, because of technical, infrastructural or political disproportions of poor countries, are not interested in investing capitals, or transferring modern technology there, as a lock of right qualifications and experience to use such technology. An example of the country excluded from international trade is almost whole continent of Africa. Moreover, it is predicted, that along

to a lack of new capital inflow, outflow of the native capital to much more attractive place, is an additional threat.

However, by many experts, it is the globalization, what is responsible for a worse situation of the poor countries, but a wrong politics, keeping bad systems corruption and bad institutional adaptations. Especially the protectionism is thought to be responsible for the bad economic situation of these countries. Experts also point, that it is impossible to set, how much these problems are the result of the globalization, and how much they are the consequence of other factors. Whereas, it seems, that only a faster globalization can lead to gradual decrease, and in the faster perspective to equality of development level and improvement of existence conditions of poor regions, but they should be given a free access to the global and to create to join profitably the world economic trade. It is also necessary an amortization of the poorest countries. It is depended a lot on their own economic politics and institutional adaptations. It should be reminded, that in the recent 50 years, the world poverty decreased faster than in the previous 500 years, what can be regarded as the direct effect of the global trade, which is joined by more and more countries, and thanks to it, it is a successful finding many purchasers for native products in other countries. This year's report of the World Bank shows, that the number of the poor decreased in all regions of the world, comparing with recent years only outside Africa, and over half billion people got out of the beggary although, still more than a half of 5.3 billion people in the world live for less than two dollars a day (Report, 2004). A visible economic growth took place in China and India, though, by some, the successes in China are an effect of internal decisions more than results of the globalization.

Among countries, which try to make up the development gap, a group of transforming ones, seem to be in a promising situation. There is Poland and developing quickly countries of the Third World, for which the globalization should create unrepeatable chance for a steady economic development (by the inflow of capital), of course on condition to fulfil necessary requirements by these countries. Although there are also threats, such as dependency on this capital. Besides they are more exposed to the globalization than richer countries.

In elimination economic differences, a big role have transnational corporations, which have the capital, knowledge and although they are detected by their own business, markets where they get in, have many profits of it. There new work places in local branches of these corporations and progress of local producers, forced by competition of transnational corporations. It

is optimistic, that because of international critics and pressure of out governmental organizations, dealing with environmental protection and human rights, corporations have recently changed their politics, they act by social responsibility and take different international regulations, going to elimination of corruption. However, it doesn't change a fact, that their activity needs more regulations and supervision, what can be reached thanks to multi-lateral cooperation of countries and participation of governmental and out governmental organizations (Symonides, 2004). An improvement of situation in these countries, is depended on acceptance stricter, than so far, law regulations by foreign investors, protecting business of less developed countries. At the same time, it is difficult to expect breaking changes in the situation in these countries in the global processes frames, in the nearest years. These changes would go much more effectively, if the less developed countries had a possibility to join integration groupings, getting this way a help from their richer partners.

The following negative aspect of the globalization and the threat noticed by different circles, is an increase of instability of financial markets. It is commonly accepted, that this is a direct result of the globalization processes, because it is a consequence of total liberalization of money flow. Unlimited freedom of speculative financial capital, which is brought from one country to another one, looking for the best conditions and the highest profits, create a serious crisis threat in the country, which from this capital is suddenly withdrawn. However, it should be reminded, that easiness, which with the capital can flow in the global scale, also brings non questioned profits, like contribution to general economic development, by investments increasing technological level and productivity. But there are characteristic data, which say. That only 10% of every day financial transactions in the world are held to finance investments or development of industry and trade, while 90% are speculative transaction. Outflow of the sort rem capital goes as a result of decrease of the particular market or general deterioration of conditions, and if it gets serious forms, it becomes a start of the financial crisis in decreasing financial sources of the country. In most cases such crisis goes to the general economic crisis, because the outflow of capital takes soon dramatic character, what touches destructively the whole economy. Unfortunately, it is a growing phenomenon, what showed crisis in Mexico (1994), South-East Asia (1997), Russia (1998) and Brazil (1999). An additional problem is a fact, that, in conditions of integration of economies in the globalization frames, the financial crisis of one country immediately touches other markets of the world, causing often dangerous effects to them. Unfortunately, the poor countries, which



have less developed economy and emerging markets feel these results very painfully. At the same time, they are put at the risk of the financial crisis, as there is a big inflow and outflow of capital in their area. Whereas, there is not a support from international institutions or mechanisms to countries, which are not able to prevent themselves from crisis. So, the main problem is, that international regulations do not cope with the globalization of financial markets. What means a lack of control over the short term capital flows. This political delay concerns also the world economy globalization. That is why, facing as serious threats as financial crisis, which cause destabilization and increase of uncertainty in the world economy, threatening the global crisis (as an effect), it seems necessary to lead the right institutional protection, including creation new institutions, protecting from results of the financial panic. So far, a speed of the capital market globalization exceeded possibilities to create, by governments necessary mechanisms of stabilization in law regulations or cooperative agreements, which would prevent abuse and perturbations in the market. It touches a problem, which is discussed widely, that facing the modern dynamic of the world changes, instruments of the world management, are definitely too less developed. In the result of the globalization process, countries lose their previous power in control and influence the economy, as they had to submit to rules in the global markets, what their independence, in the fight to get investors and the outside capital. They are not pre pared enough to prevent effectively the social consequences of the globalization process.

## **Conclusion**

Undoubtedly, 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, depend 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 the real threat to democracy), steering the globalization is possible? An answer seems to be positive, however, strengthen of multilateral cooperation between countries and their common efforts to influence factors shaping this process, is necessary. First of all, a coordination of the global politics is



needed, by creation institutions, which would deal with regulations of particular matters and setting norms, as well as controlling their obedience in the whole world scale, what would lead to increase of the rules clearance. And the taken standard must come from regulations and international agreements. It is important, first of all, in the financial markets work. So, a new system of rules is needed, letting the international supervision over the global economy work, adapted to the new reality and considering the regional commercial blocs, because the present processes and mechanism, steering the international environment, are inadequate to the modern needs. For sure, it is not possible to nivelate some results of the globalization, but they can be weakened, thanks to common efforts.

The fact, if the particular country gets profits or have losses, is depended on its possibility to adapt to the requirements of the new economy, what is decided by a quality of economic politics, which by B. J. Barber, the best prepared structure to fight against the abuse and excesses of the free market (Barber, 2004).

In the globalization shaping, a big role also has a private sector, especially transnational corporations, which must accept their social responsibility, engaging actively themselves to prevent different kinds of crisis and social problems. Promotion of temporary business and maximization of short term profits, which are characteristic to the present globalization phase, should not cover the priority, which is to solve the most essential social and economic questions. It is optimistic, that, even the most heated supporters of the globalization, notice the need of the present tendencies changes and they start encouraging to actions in this direction. It is proved by speeches on the Economic Forum in Davos about a necessity to start the process of the globalization of certain and ethical rules, and about the fact, that the economy must start to serve the society, not on the contrary.

So, by reasonable use of chances by individuals and whole countries adapting effectively their politics to challenges and requirements of the globalization and by the right shaping of the globalization mechanisms and creation regulations protecting them from its negative results (on the over national level, thanks to the common will of the richest countries), the globalization can become a source of numerous profits to the majority countries, including the poorest ones. However, everything is depended on those, who must consider in their activities not only their own business, but also good of others. In the opposite case, in the long term perspective, all can lose.

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