

REFLECTIONS ON CURRENT ECONOMIC COMPETITION

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Abstract: *The world economy, especially referring to USA relations with Russia and the European Union relations with Russia, is in a deep crisis. This allows us to affirm the evolution of international relations in the last half year. The international reality is unique, but the perception and representation that we build is different.*

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The world economy, especially referring to USA relations with Russia and the European Union relations with Russia, is in a deep crisis. This allows us to affirm the evolution of international relations in the last half year. The international reality is unique, but the perception and representation that we build is different. In the specialty literature, there is a debate between those who perceive international politics as the expression of globalization and those who contest this process (we consider that the dispute of ideas, regarding the structure of international relations, especially the economic ones, will never end).

For example, Immanuel Wallerstein, referring to globalization, mentions the idea that he only perceives it as a fundamental image in speech: "This discourse is an enormous mistake in understanding contemporary reality, a mistake that is imposed by strong groups and, more seriously, that we have imposed ourselves". Generally speaking, we believe that today's reality is a struggle of states and corporations for their interests regarding the accumulation of resources and the sale of pro-

ducts (as a binding purpose of the economic process) and in order to halt economic imbalances and to stop the real wars it takes deep preoccupations to pose a true balance.

Many analysts believe that after this economic and cold war broke out in the most important regions of the world, the role of states will diminish. Our aim is to analyze the notion of "economic war", that is to say the phenomenon in which virtually the entire EU is involved, but also a major global actor, Russia. Several foreign relations specialists believe that interstates and intercompanies competition is more important to study than the phenomenon of economic warfare. However, what is happening now between Russia and a large part of the EU and the USA is precisely an economic warfare, a confrontation that needs to be studied and, as we can see, the globalization process is not always peaceful as structure, level and purpose.

In the 1990s literature, even in the literature of the recent years, we can encounter synonymous terms, such as "shoes war", "trade war" and others. Everywhere is tried to draw attention to the phenomenon and not to explain it. For example, this happened with the war in the car industry, between the US and Japan. Now it's completely different and the partisans of the idea that the free movement of capital and commodities is a means of pacifying the states went wrong.

If some specialists, like Elie Cohen, wrote that "starting with Paul Krugman, it is known that the problem of nations is not competitiveness, that is to say to do better than the neighbor, to gain market segments, the main problem is the productivity or capacity of a country to produce better and cheaper using its human and physical capital, mobilizing technological and scientific resources", then what we see now is something else.

The identification of the economic war and its implications for globalization may seem inappropriate, considering that, most of the times, the wars that mankind has experienced have always had an economic component.

The Ukrainian civil war is part of a long series of conflicts marked by the destruction of human lives and material goods in which economic interests play a central role. The war involves violent action, hence the reluctance to extend its meanings to the current international economic space, where the concept of competition, even if it implies the existence of winners and losers, moves away from the destructive effects of a real "war". The fact that the previous economic wars have intertwined with military action it was believed that they will disappear in times of peace, but the interests of states have not automatically matched through trade exchanges propelled by globalization, as some neoliberals have argued.

Judging from the perspective of nationalism, the current economic warfare begins to take on an occult sense not only from liberalism, but from our vision of Marxism. While focusing on imperialism as the supreme stage of capitalism, Marxism lost sight of the non-ideological analysis of the battles between national economies. The disappearance of the war of ideologies does not yet lead to the disappearance of economic confrontations. Globalization, through its rivalry among international actors, leads to economic conflicts that, under certain conditions, can jeopardize the national security. That is why we consider it appropriate to establish very clear distinctions between the national interest and the super-national interest, between the competitive objectives of the firms and those of the national economies.

In the specialty literature, we find that world economic competition involves the engagement of the states and firms in the race for obtaining maximum benefits for consumers and shareholders so that it can not be said that the main goal pursued by these actors of globalization is the destruction of the opponents. We mention that, in parallel, the distribution of powers on a global scale has undergone important changes in the recent years, materialized in accentuated slippage from multilateralism to American unilateralism, which has led to the rage of Russia.

As we can see, contrary to the traditional war, the blows in the economic war are often invisible and decisive, rarely reported, so it can be thought that they would not exist. A great analyst Charles Albert Michalet emphasizes in his work, "What is globalization?": "As behind the state there is power, it is likely that behind the markets that there are also operators, private or public decision-makers, interests, power." It is equally likely that these operators behind the state and the markets work together to reach their interests through alliances, temporary or long-term agreements to the detriment of other states or economic entities. Mankind has a long way to go to that perfect "world" game in which all participants will be the winners.

Therefore, a matter that is worthy to clarify from the beginning is the definition of the role of the state in the market economy and its relations with the national private companies, the national interest, the national economic security under the conditions of the activity of the TNCs hand in hand with the state, etc.

The dynamics of the relations between the national state and the companies have experienced a historical evolution, impregnated by local culture, influenced by interest groups, ideologies and external events, which makes us today witnesses not of a single planetary capitalism, but of a whole series of variations on the same topic distributed across the map. The traditional convergence between state and private interests in the case of Japan or South Korea, for instance, has a historical dimension, visible at various levels even today. However, the lack of identity of large western firms is contradicted by reality; their multinationalism has not completely departed from their national core, despite appearances. On some occasions, the state is shadowing the promotion and defense of national companies by less Orthodox means, such as gathering information or counter-intelligence. Thus, more or less discrete measures interwoven with the economic patriotism applied by the Russian government bring the state back as a promoter of national interests. But to reconcile patriotism today with globalism or regional integration, it is a difficult undertaking after the state itself opened the way for financial liberties in the 1990s.

The relations between CTV origin countries have embraced a wide variety of forms in which geo-political and economic interests, as well as local culture, played a central role. We believe that today these relationships have become more complex. The states' obligations under international treaties and international economic organizations further complicate the ability of states to engage directly in the economy (here we have to be attentive and this at a first glance, in reality the new intervention strategies are directly upgraded, renamed and invisible).

In today's economic situation, competition is essential, even at the level of social policy. Asia, China attracts foreign firms in search of a large and cheap labor force, but it must not be neglected the attractiveness offered to foreign investors by the fiscal advantages granted by the state, the permissive environmental protection laws, that is to say a package of facilities to reach capital locations.

CONFERINȚA ȘTIINȚIFICĂ INTERNAȚIONALĂ
**ASIGURAREA VIABILITĂȚII ECONOMICO-MANAGERIALE PENTRU DEZVOLTAREA DURABILĂ A ECONOMIEI
REGIONALE ÎN CONDIȚIILE INTEGRĂRII ÎN UE**

The key word in the globalized economy has become *competition* and the globalization is exacerbating this phenomenon. In the world, regions or cities there is a struggle to attract and retain investors ready to leave their territory in search of even more favorable conditions. If these situations deteriorate, economic decline is observed. In this competition, in the economic wars an important role is played by the differences between cultures: if the Anglo-Saxon world is consumer-oriented, the populations of Europe and Asia still prefer economies.

Regarding the phenomenon of delocalisation of production, we consider that the differences between the labor costs are the most important factor in relocating the activities of the multinational companies.

So, under the conditions created the difference, the distinction between competition, economic war or competitive economic weapons is not always clear, but there are essential elements to be considered in economic security. The dumping policies, trade barriers, economic sanctions, labor force patents, labor migrations, the rise or fall in oil prices, the financial crises are becoming increasingly sophisticated and can create conditions for undermining a national economy like today's Russia.

Conclusions: Analyzing the world economic factors, we note that economic globalization is a phenomenon that goes hand-in-hand with economic wars, competitions, etc. The methods of conducting these wars are more and more sophisticated, an eloquent case being Russia's current situation. The external economic relations of each state also depend on the policies of transnational companies, but also on the persistent economic trends. Due to the speed at which changes occur in the international environment, it is more helpful to engage in certain integrationist blocks. The economic elements of globalization, the mechanisms of economic wars must be deeply studied, and this helps to understand cooperation and conflict, the future development of a state.

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