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Research paper



Globalization and New Trends in Management – Europe Union Security Aspects

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Abstract

This article attempts to define what contemporary globalization is and present opportunities and threats this process generates. The purpose of this paper is also to show how dynamically the reality in Europe is changing and how new threats associated with economy, management and other processes. The globalization processes of the economies worldwide and the dynamic development of trade and international cooperation create new conditions and threats, under which countries and social-political-economic organizations (e.g. EU) must operate.
Experience over the last years has shown, that even the strongest supporters of openness to other values and culture, which are new for Europe, have revised their views, surprised by the scale of illegal immigrations and others EU security aspects.

Keywords: *globalization, management, economy, European Union, social-political-economic, dysfunctional countries, UE security, illegal immigrations.*

1. Introduction

The globalization processes of the economies worldwide and the dynamic development of trade and international cooperation create new conditions and threats, under which countries and social-political-economic organizations (e.g. EU) must operate. Changes in the geopolitical operational constellation of the world, initiated in the 1990's have largely influenced the particular aspects of globalization. These aspects, although undergoing constant modifications, are still present and must be treated as the result of ongoing internationalization processes of the economies of countries and regions. In this context, it must be stated, that operations of EU countries (as well as of the majority of countries worldwide) is increasingly subject to global political and economic trends, of which globalization as such is the predominant one.
Some of the commonly acknowledged, forms and advantages of globalization, such as the free movement of persons, goods, capital, technologies and information, are one of the causes of the current migration emergency in Europe. Although it was claimed, that globalization processes along with their goods should develop in selected parts of the world (the concept of the so-called triad), but these, quite moderate, after all, opinions of globalists have been confronted with the too optimistic concepts of the „global village".

2. The essence of contemporary globalization

The concept of "globalization" is not clear-cut, as best evidenced by the example of two of its marginal definitions. On the one end of the scale, the term "global" is used only to describe those activities which implement standard strategies in all regions of the world; on the other hand, the term "global" is used to describe each activity associated with the expansion outside of an internal market. In the first case, the definition is too narrow, while in second it is confused with the process of "becoming international" [1].

When considering the concept of "globalization", it is worth citing the definition presented by B. Liberska. According Liberska, "the economic globalization is defined as a progressive process of integrating the domestic and regional markets in a single global market of goods, services and capital. This process leads to an increased inter-relation and merging of markets and the internationalisation of production, distribution and marketing as well as adopting global strategies by companies". Currently, globalization is increasingly treated as a set of processes leading to the intensification of economic, political and cultural relations through the borders of individual states [2].

Due to the lack of a scientific universally accepted definition of globalization, it can be treated very differently, in its extreme examples or on the basis of personal ideological evaluation. In general, however, we can speak of certain conditions of this process treated as equally as possible [3]. These include: global scale, importance, and ways of resolving problems, which affect to a greater or lesser degree, the development of all societies, and which can be overcome only by better, broad and multifaceted cooperation of all parties.

Equally interesting approach to the problem of the proper definition of the concept of "globalization" is represented by A. Zorska, who claims that this concept should be defined as significant and complex processes taking place currently worldwide [4]. A. Zorska confirms that, despite the extensive discussion on the various manifestations of and aspects of globalization, there is no theory or even a single, wider definition of this process. It is said that the greatest progress of globalisation has occurred so far on the economic level and its main consequences include gradual creation of global economy.

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It is worth noting that the presented definitions point to certain features of globalisation and to a small extent the dynamic nature of the process, which results from two factors:

1. firstly, we need to modify the existing and create new links and inter-relations in the global system;

2. secondly, long-term changes of the potential and the structure of the elements of the global system imply changes in its operation over time. Therefore, the internal dynamics of globalisation can significantly shape its overall conduct and, consequently, modify the structure and functioning of the world economy.

Globalization is identified with homogenization by the proponents of anti-globalization, referring this process mainly to the realm of consumption and culture. In this perspective, globalization and homogenization are synonyms, specifying the phenomenon of dominating human consciousness by the electronic mass media, which unify both the public cultural content and its reception. In the broadest meaning, globalization means that regional phenomena, remaining in actual geographical distance, have their counterparts in other parts of the globe. In this sense, it heralds the transnational nature of economic and cultural-social processes.

Nowadays, it very difficult to distinguish a local phenomenon from a global one because both of these dimensions continue to intertwine and require mutual treatment. As a result of a continuous movement of people and the unification of the consumption model, we can observe the emergence of certain areas worldwide with the same parameters, called "hyperspaces".

3. Cause and effects relationship aspects of globalization

Globalization is sometimes referred to as an "endless journey", with an unattainable destination on the hypothetical horizon: the "globalised world". Some researchers, such asS. Ostry, cannot find an appropriate definition, calling the concept undefinable and use the term "deeper integration", which refers to "the process of creating ever closer links between the countries, occurring in stages since the end of the Second World War" [5].
The analysis of the term "globalization" can be also conducted in terms of cause and effect – as technological changes, social, political and economic development in the last fifteen-twenty years have directed the world towards creating a "global village" or a "uniting community", i.e. a uniform, unified global market. Currently, globalization and all related processes manifest themselves in the following aspects [6]:

1. The emergence of two main trends of globalization – a trend connected with the creation of global markets and the globalization of activities related to value added tax.
2. A phenomenon called an "Oriental challenge" consisting of attributing the success of Japanese companies on world markets to the adoption of global strategies involving coordination and integration of global production and distribution.

The most important issues considered global, which (if enhanced) can affect health, life, and even cause the fall of civilization, include: nuclear war, incompetent nuclear proliferation, shattering the ecological balance, climate changes, famine, deterioration of the economic and social situation in the poorest regions of the world, and international terrorism. At the beginning of the 21st century, globalization was seen as an attractive idea and a chance for development, which allowed troubleshooting problems insurmountable without wide international cooperation.

Internet plays an important role in perpetuating a similar belief; in the cyber network, space and time zones are totally neutralized and replaced by the information content of the message: at the same time all over the world. Global phenomena associated with it can be described by the prism of four dimensions, regarded as a cultural, administrative, geographical and economical distance.

In order to adequately assess individual dimensions of distance, we can use the CAGE model (Culture, Administration, Geography, Economy), shown in Table 1.

The CAGE model is suitable for explaining the link between globalization and contemporary migration. In this framework, the following phenomena have the biggest impact on the development of contemporary migration:

1. Cultural distance - it determines the way people, societies, businesses and institutions interact with one another. Emerging religious, racial and language differences and different social norms, which give rise to distances between countries, while having a huge impact on internal security of host countries.
2. Administrative distance – covers political and historical ties between the countries. The best examples of political unions are political-economic unions. Integration, such as within the framework of the European Union, is an example of efforts to reduce administrative distance between countries.
3. Economic distance – the most important attribute of the economic distance, prosperity and income level of consumers, significantly affect decisions on both directions and intensification of contemporary migration.

Globalization, on the one hand, sheds light to the diversity of cultures and increases awareness of differences that divide individual nations, on the other hand: leads to the unification of values. At this point, raises the question of whether the unification of values stems from mixing of the components of individual cultures according to the principle of the right of each society to nurture and respect their your own values, or the main economic and political centres of the world, using their advantages and huge potential for promoting their cultural patterns, impose them upon the rest of the world? [7]. According to this approach, the sociocultural environment is one of the most important determinants of globalization. For some values are persistent and have a big impact on both human behaviour and the way we perceive ourselves, other people, institutions, the society, the environment and the universe [8].

Therefore, we should understand the evolutionary nature of globalization – from simple ancient concept and the 19th-Century trends to the concepts at the beginning of the 21st century: the era when religion, culture and nationality are (presumably) no longer the determinants of national identity.

Table 1: CAEG model

I	II	III	IV
Attributes: Language differences. Ethnic differences, lack of ethnic community or social ties. Religious differences. Different social norms.	Attributes: Lack of colonial ties. Lack of political ties and monetary union. Hostility. Government policies. Weak institutions.	Attributes: Lack of colonial ties. Lack of access to the sea. The size of a country. Underdeveloped transport and communication networks Climatic differences. Physical distance.	Attributes: Differences in income of consumers. Differences in costs and quality of: natural, financial and human resources, infrastructure and information.

I. Cultural Distance
II. Administrative Distance
III. Geographical Distance
IV. Economical Distance

It should be noted that the above thesis was still proclaimed in the years 2000–2010. Today, we already know that it has lost its validity – when analysing the correlation between globalization and contemporary immigration, we can use only some of the previously promoted theories concerning development forecasts for globalization processes.

4. New trends in management. Globalization and management process

In the conditions of globalization processes, the need for new management systems arises. As the literature on the subject indicates, the evolution of the approach to management issues makes it possible to note that modern management aims at integrated systems, analyzed in terms of process. The creation and implementation of integrated management systems is in practice a prerequisite for effective management, in particular for companies operating under the conditions of a process-based approach to the organization [9].

Integrated management systems include: quality management, environmental management and safety management, knowledge and information management, and financial management [10]. The process of integration of management systems in an enterprise is not a new issue in the field of management science. An indication of the need for system integration within individual management subsystems is found in both management, logistics and marketing publications [11]. The basic premise for the implementation of integrated management systems (for system integration) is the possibility of not only self-improvement of management processes, but above all the increase of efficiency and effectiveness of management processes translating in a measurable way into the increase of profit opportunities. One of the basic goals that the company strives to achieve through integrated system management is to link the company's strategy with the objectives pursued by individual management subsystems at the tactical and operational level.The other basic objectives of implementing integrated management systems are [12]:

1. creating a chance for market success,
2. creating conditions for increasing efficiency,
3. standardization of system documentation,
4. keeping the quality cost account.

Another important issue is the issue of the order and types of activities undertaken to integrate enterprise systems. Activities aimed at system integration in the enterprise include mainly:

1.development of a coherent strategy including all subsystems,
2. developing a policy that includes aspects of quality, environment and security,
3. development of action plans in strategic, tactical and operational terms,
4. developing principles of integrated management, including in particular in the field of responsibility, powers, communication system,
5. preparation of documentation covering the company's policy, implemented procedures, instructions or supervision method.

It is not possible to implement the above-mentioned goals and actions without specifying organizational tasks and possibly ways of their implementation necessary for the creation of integrated management systems. In particular, this problem concerns guaranteeing appropriate resources, identifying customer needs, identifying communication paths, planning, and then implementing processes and their monitoring, identifying threats, and measuring, analyzing and improving processes. The conditions necessary for the effective implementation of integrated systems management are:

1. motivation and commitment on the part of both management and employees as well as creativity and innovation in action,
2. awareness of the goals of the action,
3. conducting a comprehensive cost accounting, in particular with regard to quality,
4. comprehensive approach to the issue of integrated systems management,
5. proper attitude to knowledge and constant search for ways to improve it,
6. subjective treatment of people in combination with the ability to implement real leadership,
7. treating changes as an opportunity, not a threat.

The potential benefits of the integration of management systems over a longer period of time outweigh the costs of implementing such a system, and the typical benefits include the possibility of optimizing management expenses, reducing insurance costs (as a result of implementing quality, environmental and other standards) in particular for civil liability, environmental damage and accidents at work, unification of procedures, provisions, instructions, and consequently a reduction in the number of personnel conducting the audit and a reduction in the number of corrective and corrective actions.

The process of implementing integrated management also faces significant difficulties resulting not only from poor preparation of employees and their resistance to changes, but also from poor planning of work on the system, imperfect baseline analysis, incorrectly developed documentation, short deadline for implementation of integrated management, or lack of professional assistance at the stage of designing and implementing integrated management. The aforementioned elements are just some examples of obstacles hindering the effective implementation of integrated management.

The concept of integrated management, in turn, specifies the need to monitor the subject's dependence in the context of the internal environment and the external environment. The internal environment (determinants) create quantities controlled by the subject, and in any case those that the subject's influence is irrefutable. In addition to issues related directly to the product, the internal environment constitutes issues related to the organization (structure) of the entity, the procedures used, broadly understood organizational culture or information systems. The external environment is in turn a category which, on the basis of strategic management, is divided into: a closer (competitive) and a more distant (macrogeneration) environment [13] [14]. Generally, the external environment consists of variables that remain largely (or entirely) outside the control of the company, although not necessarily outside its area of influence.

However, in a more detailed approach, the list of basic objectives of the macro-environment assessment (elements of macro-environment are, among others, economic, legal, political, demographic, cultural, technical and environmental factors) should include:

1. defining the basic economic trends and defining directions of changes in the sectors related to each other;
2. defining the basic assumptions of the legal regulation policy towards the sector and possibly in the field of social policy;
3. determining the directions of potential technological changes.

The competitive environment of enterprises operating in the conditions of globalization should be characterized above all by specifying the analysis of the competition context, for example in the framework of the assessment of five competition forces according to Porter. The very important in modern management is the leadership style theory. Among the numerous styles presented in the literature on leadership styles, the three most important are[15]:

1. autocratic – the manager imposes his goals, solutions to the problem, prefers a direct way to leadership, including controlling the activity of all subordinate units,

2. democratic- the manager who prefers this style allows, and even gives the opportunity to discuss and work out ways of reaching goals,
3. non-integrative – the manager, through his action, leaves the staff full freedom in choosing the way of making the decisions,
4. mixing style.

5. Global EU security problems – management (lack of management) of a dysfunctional states to illegal immigration

The problem of management (or perhaps the lack of management) of a dysfunctional states is a new phenomenon, not described in the literature. An attempt to determine what should be understood as management in relation to bankrupt states has been concluded by the World Bank, which estimates that around 1.5 billion of the world's population lives in conflict countries using violence.

It should be emphasized that Algeria is a country still competing with Morocco. The sources of this competition should be sought primarily in the problem of **Western Sahara.** This problem appeared in 1975, after Spain withdrew from it. It should be noted that almost all Arab states refuse to recognize the new state – Libya is the exception, which acted as an ally of the Saharans and wanted to provide them with direct help, which met with strong protests from the Algerian government. Despite many difficulties, the Algerian government continues to provide military support to the so-called Sahara Democratic Republic [16].

This, according to the considerations above, the Western Sahara has become an important hotspot of the region, where Algeria is mainly seeking influence. In accordance with current geopolitical trends, it is suggested that there are two Africas cut across with the Sahara region, which divides the continent into two parts called sub-regions: North Africa and Sub-Saharan Africa. In turn, Saul Bernard Cohen, in his concept of a geopolitical map of the world, divides North Africa into Maghreb, the countries of which were placed in one group with the European countries of the Mediterranean and North-East Africa, counting this area to the Middle East. The remaining part of the continent was defined as the zone of crises, a region of strategic importance and large resources, subject to external pressure [17][18].

In order to better understand the situation of the discussed region, it is worth presenting the countries of the Sub-Saharan Africa region with the highest degree of dysfunction (table 2).

It should be emphasized that the majority of countries affected by dysfunctionality are Sub-Saharan African countries – this situation seems to be unchanged.

One of the basic problems of dysfunctional states is demography. According to statistics, in 2010, Africa was inhabited by 1,033 billion people (approx.. 15% of the Earth's population), while Sub-Saharan Africa was inhabited by 800 million inhabitants (11,4 % of the world's population). From the second half of the XX century, the population of the African continent began to grow rapidly, despite a number of wars and an uncontrolled epidemic of AIDS (In 1950, the population of the continent was 220 million citizens, while in 2000 – 910 million).

According to cautious estimates, it is anticipated that the population of Africa will reach two billion people by 2050, which will account for around 21% of the world's population. In turn, Sub-Saharan Africa has not only the shortest life expectancy, but also the world's largest number of people infected with HIV (22,5 million people). In the most dysfunctional countries of the region, life expectancy does not exceed 48 years, while the neonatal mortality is over 10 %.

Table 2: Countries of the Sub-Saharan Africa region in the ranking of the most dysfunctional countries in the world in 2009-2012

2009	2010	2011	2012
1.Somalia	1.Somalia	1.Somalia	1.Somalia
2.Zimbabwe	2.Chad	2.Chad	2.Democratic Republic of Congo
3.Sudan	3.Sudan	3.Sudan	3.Sudan/South Sudan
4.Chad	4. Zimbabwe	4.Democratic Republic of Congo	4. Chad
5.Democratic Republic of Congo	5.Democratic Republic of Congo	5. Zimbabwe	5. Zimbabwe
6.Central African Republic	6.Central African Republic	6.Central African Republic	6.Central African Republic
7.Guinea	7. Guinea	7. Ivory Coast	

The estimated increase in the number of citizens of the Sub-Saharan region with the highest degree of dysfunction is shown in table 3.

Another parameter indirectly associated with demography, but significantly affecting the condition of the region is the analysis of the most important areas of human development, which includes:

1. Life expectancy.
2. Education.
3. The amount of GDP.

According to the adopted parameters, the country is divided into three groups: high, medium and low level of development. Out of 169 classified states, in the last group of the least developed countries, 34 countries are those from the Sub-Saharan Africa region.

Demographic problems also generate military conflicts. The main causes of contemporary armed conflicts in African countries include:

1. Ethnic animosities, including ethnic cleansing.
2. Demographic causes – the problem of allocating very limited resources.
3. Struggle for the land – the population of some regions of Sub-Saharan Africa increased by 500 % (despite the famine and wars) with the simultaneous depletion of the already scarce resources on Earth.

Table 3: The estimated population growth in Sub – Saharan African countries with the highest degree of dysfunction

COUNTRY	NUMBER OF POPULATIONS IN 2012 (in millions)	NUMBER OF POPULATIONS IN 2050 (in millions)
Nigeria	169	290
Ethiopia	91	173
Democratic Republic of Congo	66	147
Kenia	41	85
Uganda	32	85
Niger	17	58
Ivory Coast	20	43
Guinea	11	24
Cameroon	21	36
Chad	13	28
Somalia	10	23
Burundi	10	15
Liberia	3,5	9
Central African Republic	4	7,5
Guinea Bissau	1,6	3,5

The one of most important threat for the security of Europe Union countries results from the fact, that illegal migration routes can be (and, in fact, they are) used for the movement of weapons from the regions which were or currently are affected by armed conflicts.

The record-high number of people trying to enter Europe has caused, at the same time, a five times' growth in the number of smugglers. According to Frontex, 12 thousand people deal with the illegal human smuggling, mainly Moroccans, Spaniards, Albanians and Syrians.
The analysis of the impact of the illegal immigration on the security of EU countries must include an attempt to present the dynamics of the phenomenon described. As results from the data presented by the Frontex agency, the number of illegal immigrants entering the EU varied in the period between 2012 – 2015 – figure 1.

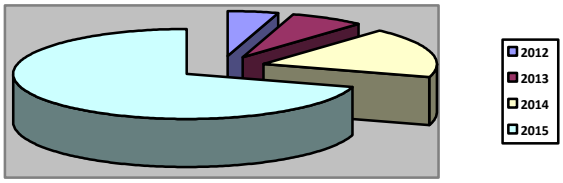


Figure 1. Illegal immigrants in UE (2012 – 2015)

The data concerning the year 2015 include two values: for the first time, most immigrants crossed EU borders by getting to the Greek island on the Aegean Sea, near the Turkish coast. For the second time, they have been recorded, when using the Balkan route, after which they entered the EU again.
As the presented data show, the dynamics of the growth in the number of illegal immigrants is simply stunning. In the investigation period, 2015, 175.000 persons were returned from the EU territory, which means, that the European Union has no specific plan on how to counteract the illegal immigration.
It is worth pointing out, that immigrants coming to Europe from Middle East show increasingly aggressive behavior and impose their religious and ideological views on the local communities.

6. Conclusions

The modern world faces new threats that appeared in the beginning of the XXI century. An important element in the analysis of reality is that the world did not react at the right time, allowing some countries to fall, which was indirectly followed by, for example, the creation of Islamic State and the current threat of democratic countries through the wave of immigrants and the increasingly occurring acts of terrorism.
The clear majority of immigrants come from the camps in Libya and Turkey, where their life is by no means threatened. Who we are talking about are young, strong, unmarried men in the first line, coming from Iraq, Afghanistan and North African countries. So, for this moment it is a very big problem for the Europe Union countries – how to make a management process for dysfunctional states and illegal immigration.

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