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# European Integration and globalization. The external factor – a solution for the post-adherence Romanian strategy

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**Summary** – 1. Part I. Globalization – analysis and current disputes. The European Union as a model of globalization – 2. Part two: Romania – regional, local and distinguishing interdependences – 3. Epilogue: Romania and the question answering

## Abstract

The globalization of the last two decades brought about the broad awareness of the economic power and the transforming valances of the trans and multinational corporations, the major role of the Direct Foreign Investments in the the evolution of the national economies, of the delocalised fluxes of capital and of labour force migration. This study wants to note some aspects concerning the potential role of the multinationals upon the Romanian economy, the pro and con effects of their presence in the local, national areas. Not exaggerating the potential "negative" effects, it nevertheless has to be mentioned that globalization "did not reduce poverty and did not stabilise the economy" of any of the developing or transitioning countries. Additionally, it can be clearly demonstrated that "the market fanaticism", i.e. the doctrine promoted by all means – sometimes even through constraints – by the International Monetary Fund aiming at the fact that "markets would lead spontaneously to economic efficiency", was deeply vitiated, as Joseph Stiglitz warned. Considering such assumptions, what should be the Romanian reaction to the post- adherence provocations?

**Key-words:** globalization, C.T.N., global leadership, I.S.D., national strategy

## 1 – Part I. Globalization – analysis and current disputes. The European Union as a model of globalization.

The last decade of the university and academic world has seen as a duty of honour to focus on the analysis and prediction regarding the phenomenon of global transformations known as globalisation. But it is the very multitude of approaches, sometimes biased, occasionally sequential, and, most often, not more than touched by the exhilaration of tackling a "fashionable" topic, that the nowadays intellectual world faces the more and more acute occurrence of a sort of

comprehension blockage that, despite strategists and governances, tends to produce a continuous crisis of the management of the globalization project.

In order to become a scientific research any analysis should start from an obvious reality: by globalization we can mean, of course, the transformation of the leading principle of the nowadays world. To comprehensively understand this truth we are forced to begin any research on the phenomenon, from the basis of the explanatory model of the current, modern world. That is because, if we consider the warnings of Ulrich BECK (Beck, 2003): "the globalization is, doubtlessly, the (key and litigant) word mostly used and abused, most rarely defined and probably least understood, blurred and spectacular from a political point of view in the last and next years", we risk falling into the limitation to analytic and/or self explicative stereotypes which inevitably leads us into twisting the scientific truth.

Besides the deeply transforming and world ordering feature, globalization can be unmistakably (and demonstrated) said to represent a present face of the internationalization of knowledge, having strong bonds with the informational era and that of the internet development, it is an inevitable phase of the post-capitalism. Analysing the current changes at global level, we cannot miss to note that the phenomenon manifests itself trans-nationally, more intensely in fundamental alterations at the level of global economy. Thus, we gradually move towards the concept of a "New Economy", based on knowledge, the managerial decision changes into one with global nuances, the classical migration manifests only in the field of relocating labour force and all in all these elements put together do nothing else but demonstrate that gradually the element of individual certainty of a state –nation is being replaced by the mobility imposed by the principle of global competition.

Considering the literature on the phenomenon so far, it should be reminded that in David KORTEN's book "The corporations lead the world", for instance, it is shown that: "the economic globalization is extensively a modern version of the imperialist phenomenon and has almost the same effects". Rightly remarking the outputs, the author distorts the original casuistic, proceeding in the same direction: "globalization transfers the power from the hands of responsible governments, for the public welfare, to those of several corporations and financial institutions, led by a sole imperative: the pursuit of short term financial profit".

In modern and argued works, it is in fact avoided to indulge in any analysis on the classic pattern of defining the phenomenon, in favour of beginning the academic procedure by probing the counter arguments of the type "what isn't" globalization. It is optimal that right from the start we avoid the traps of limiting to failed ideological-theoretical pasts. That is why in this part of the paper we will follow the same development of concept. So, we shall begin noticing the distinctions in the terminologies so far.

Globalization cannot be assimilated with the notion of globing (M. Friedman, 2001, also used by M. Dinu, 2004), inasmuch the actual process the humanity passes does not attempt to be a process of expanding values from center to the margins as the methodology of the global pattern would presume. Additionally, it does not represent the import from outside of a set of universally valid and ascending standards, it is more than Ulrich BECK perceived as glocalization and embodied infinitely more ample transformations than the romantic "global village" foreseen by McLuhan (Beck, 2003; McLuhan, 1997). Referring to the same analysis of Ulrich BECK (Beck, 2003), we should insist upon the clear-cut distinction between globalization, globalism, globality. Thus, according to Marin DINU (Dinu, 2003), globalism belongs to the notional spectrum of imperialism, as a formula of power given by the principle of adversity. Its way of presentation is still an academic one but it hides a dangerous basis: the internationalist representation.

From these the deviant ambitions incorporated in currents as mondialism or hegemonism are extracted. If we present here only the example of one of the major representatives of globalism, K. OHMAE (1995), who supports the idea that the inevitable decline of the nation-states is exclusively due to the fact that the representatives of the global forces (namely transnationals, global financial institutions and global economic organisms) became so powerful that they cannot trigger else but the collapse of the present state entities, we can see how deviant the approach is because of its biasing. Even if through the exacerbation of the effects of the phenomenon of globalization, the nation-states tend to gradually lose their role in the international context, this effect should not be exaggerated more than necessary and it should be considered the fact that, in some regions of the Globe, there still are areas where the nationalist feeling is extremely pregnant, constituting a bond for the native population (Sklair, 2002).

If we were to add one more certainty to this analytical part, it is enough to remind that, according to the same researcher, (Sklair, 2002), "the activities of global, international affairs have altered the traditional relations between the organizations and the nation-states.

Even if the most international organisms and organizations are founded on the base of traditional values derived from and promoted by the nation-states, the current day affairs, as the organisms that spread them all over the world, act especially for the benefit of a global culture, than to constitute themselves into recipients of the national values and cultures".

On the other hand, the globality encompasses the multitude of elements that belong to the interdependences built at a national level, being a neutral formula of the internationalism. As a course of action, it is based on the intergovernmental cooperation and accepts all those alterations of the evolutionist frame, which do not impede the state sovereignty. In fact, we can associate globality with the pacifist breaks between two antagonistic evolutions based upon and generated by the same principle of adversity.

From the two versions suggested for comparison with globalisation, the more offering is the globalism. When it comes to distribution of power, globalism suggests a simple solution: one part dominates the other parts of the Globe. Hence the distinction of globalization, nothing reminds of the locomotor factor of the globalization, known to be the competition. Even Friedman (Friedman, 2001) indulges in confusion stating that "globalization will be American or not at all", clearly demonstrating, with the arguments of globalism, how easy one can mistake when analysing the present global transformations.

Returning to one of the statements at the beginning, the globalization brings about the charge of a new global economic and politic order, and moreover, it comes with the suggestion of totally renouncing at the management of the change using levers and reasoning based on the principle of adversity. As for the realities remarked by us, the new ordering formula waives the customs according to which the tendency of transformation is for one part to control the others of the whole. Wars and the other forms of manifestation of the global imperialisms are nothing else but the components of the phenomenology of globalism and /or globality, and the present state of the American hegemonism is just the latest form of expression of the principle of adversity, to which the world decided to renounce (Brzezinski, 2000).

Speaking about certainty it has to be mentioned here that globalization is currently just a potential state dependent on future developments, the present being still marked by the remains of the principle of adversity. The competition imposed by the new global ordering principle comes to develop in a whole which is more than the sum of the constitutive parts, as long as these components contribute with their positive performance to the dynamic cohesion of the whole (Dinu, 2003). Practically, the self-organization of the open systems becomes a defining functional feature of the current global society.

With this final considerations one first important conclusion can be drawn according to which globalization is that functional reality of postcapitalism. In this historical stage in the evolution of capitalism, the analysts and strategists agreed that the last solution for the rescue of the economic growth, on the background of acute exhaustion of natural resources, mass production expansion and propagation of commerce, all developing together with the energy crisis, is that of ultra-extending and enlarging the financial markets.

The irrevocable reality is that the nation-states are realistically not capable anymore of playing the locomotor part in the contemporary developments, the leading decision being one of a transactional type, most often imposed by the fluctuating evolutions on the financial markets that are delocalised (from a decisional point of view), or, at any rate, free from any restriction of a local character.

## **2 – Part two: Romania – regional, local and distinguishing interdependences**

For a better understanding of the mechanisms that lead to these confusing and rapid transformations, for a grasp of the essence of the new world ordering formula and of the way in which it determines the transformational reactions at the level of the Romanian "local", we have to briefly consider the immediate past. That is to say, we have to analyse, even if sequentially, what is defined to be global transition.

The reference moment in studying globalisation as a form of post-capitalist transition is agreed by most analysts to be the year 1973, that is when the Occident – to use a disused phrase and proved as empty in the attempt of adverse dissociation – put an end to a final cycle of forcing the classical methods of combining the production factors, without the smallest protection measure concerning non-regenerating resources, and all ended in a range of important restrictions for each of the developed capitalist economies.

The exhaustion of the resources necessary in the mass production, implicitly the drain of the object of activity of the commerce based on such products, together with the drastic energy crisis triggered by the often conflicts and by the expansion of the energy consuming industry, as well, convinced the decision-makers of the civilised world to resort to financial markets, as ultimate solution for the rescue of the economic growth and for the accumulation of capital. But imperceptibly it brought about the cleavage between the capital and its localization but at the same time the rupture between the capital and its support in the real economy (Dinu, 2003). The postcapitalism, or the postcapitalist transition, show that the actors on the global market did not act for the benefit of the nation states anymore, but, which is more, the schemes were sometimes conceived such as to contradict their functions.

The new phase of the capitalism was for sure one that did no longer come from inside the state, it had lost the protectionist nuances, the system seeming to develop for the transnational benefit, of the already powerful global markets, free of state or regional organizational restrictions, with trans-frontier and global effects.

Synthesising, Ohmae stated (quoted in 1998 by N. Gardels): "Information, industry, individuals, communications, consumers and capital – all cross the borders totally freely. That is why, the national governments face a very drastically diminished power of control over the fundamental interests and the destiny of the nation they represent. The essential reality is that the states cannot monopolise information; they cannot lie to their citizens about what happens in the world, about what is good and what is bad for them, or enforce a code of what they should or shouldn't do".

Studying this "global transition", we are forced, from the point of view of the scientific approach, to analyse both constitutive faces of the phenomenon: the postcomunism transition and,

already obvious, the capitalist one. In its many centuries old evolution, mankind experienced numerous organizing-philosophical systems.

They all had a sole purpose –globalization, seen as an effect of a uniformising type, of voluntary essence or forced by the needs of everyday living, capable of determining a dreamed type of social organization. On the other side, there was capitalism promoting the idea of differentiating through quality, considering that the one who works more and better is entitled to earn more. The system market was dominated by the competition idea.

This last characteristic was the one that determined the erosion or stagnation of the process, causing a new change. After 200 years of dynamic and stimulating action, competition created the first capital conglomerations within national economies (Dinu, 2005).

On the other hand, these expanded, reaching international quotas and imposing a new change.

After the fall of the world alternative of socialism, the years 1989-1990, the new impulse to re-open the world market forced nations – and consequently the supervisors of the Romanian transition as well- to reconsider their position regarding the investment decision role as main strategist.

Thus, the links between the different economies (considered up to that point as national ones) grew stronger and deeper, and the human activity started to produce its trans-border effects. It was the moment when globalisation – and the European integration was declared as one of the main regional answer forms to the globalisation phenomenon- permitted the expanding of the competition nuances among states and among different domains, leading to a greater use of resources and, thus, to the increase of the degree of satisfying the population needs.

Coming back to the probable constituents of the “global transition” concept, meaning the post-socialist transition ones (according to some, post-communist, though it remained, up to the end of organisation at a c...utopian level) and the post-capitalist ones, another characteristic should be mentioned that of the coagulant character of the global phenomenon.

The global transition tends to reunite both the recovering character embedded in the post-socialist transition, and the convergent nuance (integration), proper to the capitalist or post-capitalist model. Practically, Ulrich Beck noticed, mankind enters a second modernity, proper to a post-national way of thinking and managing powers.

This fact comes to put an end to an evolutionist circle in the mankind history, circle starting with the industrial revolution, continued with the national revolutions and the nation-states foundation, generating performances and modernity factors, crossing towards the final phase and, meanwhile, the beginning one of the new competition and of the second modernity (see Dinu, 2003).



The second modernity brings along the re-settlement of the man, seen as an existential entity, and the social comes before technique and economic, eliminating the cleavage generated and supported by the adversity principle. As a result of all these comes the great challenge addressed mainly to the understanding capacity of the decisional factors (economic, political, social etc) in Romania.

The present globalisation, and consequently the European Union integration, proposes a new ideal state where the predominant part is held by the economic competitively obtained by means of competition, human, material and/or natural resources protection, environment protection and exploiting the reproducible resources generated by man, nonmaterial and thus, unlimited by continuous innovation. We can surely state that the present global transition, identified to globalisation itself, has the contemporary attribute as long as the change actors are no longer the nation-states, but the global firms in spite of reduction of market supremacy and slowly heading towards the ideal model of the dreamt “social market economy” regardless the nuances adopted in order to accomplish the desideratum, expanded at a global level and having shapes that became extra-economic ones.

What kind of realities do we encounter nowadays, at almost half a year after the European Union accession?

We witness the intensification and diversification of the international economic and financial relations, especially as a result of the increase of the part of TMC (Trans or Multinational Companies) that are becoming the main characters of the world economic relations. Most of the world flows go from TMC to the inner structures of TMC. It is obvious that these develop their activity each time in different states. Statistics show the international transactions as rolling under the aegis of a state or another but “de facto” characters of these transactions are mainly the TMC. Their part is significant within the total commercial and financial-monetary flows, when we refer to production, scientific research, patrimony holding and world income.

The economic interdependence of the world states is being more striking as a result of increasing the amount of mutual transaction, and more than that as a result of content and shape diversification of international economic flows; they grow both in broadness depth in the same time with an unseen diversification of shapes they take while developing. Thus, the role and significance of international flows is being stressed- where the central position is held by foreign investments. Almost 87-93% of ISD are developed within the developed countries in the shape of the cross flows, supported by the TCM mechanisms externally-oriented, towards activities in and from which they gain durable competitive benefits; the greatest part of ISD is broadly service-oriented, becoming a component of highest economic efficiency and controlling the proficiency level of “classical” economic sectors.

At the end of the last decade, 69% of ISD performed by UE-coming firms were service-oriented and, globally, this sector represents 25% out of the total.

We consider that there is no exaggeration saying that the foreign investment policy, surpassing the economic reform pace is likely to become inefficient, no matter how stimulating and well-conceived it may be; anyway, the lack of a domestic ISD strategy may be damaging equally; *beyond a certain point, the economic reform cannot go on any more if it is not supported by effective foreign investment.*

Finally, the economic reform must result into an efficiency growth in the process for production factor usage - in the same time with a re-structuring and improving of the living standard. And these objectives are hard to accomplish without an important infusion of foreign investment. Thus, this is where the duality of the effect of foreign investment pooling, meaning that side that shows that the TCM investment decision intervenes where and when the firm can maximises its profits by exploiting resources, labour force and even the domestic capital of the host-country.

Consequently, it is necessary to design some principles to fundament the correlation between the foreign investment policy and the reform process in any developing or the national transition economy, thus, in Romania as well, meaning the materialisation into the national strategy for economic and social development. Practically, we are talking about co-ordinating a set of “local” reactions to the challenges and opportunities brought along by globalisation.

We have to keep in mind the warning stated by Joseph Stiglitz according to whom TCM launches asymmetrical, imperfect information to their own benefit. “When some know what others ignore”, there is an increase of the abuses of the particular interest, of foreign investors and multinationals. “The citizens of advanced industrialised countries together with the citizens of the new EU members have a common interest: they have to control the good development of globalisation”, added the Nobel Prize laureate for economy.

Thus, coming back, the legislative and institutional organisation of the reform and privatisation process in Romania must lead both to the use of the existent and unutilised resources and to the mobilisation and free investment of population funds. In the same time, having a complementary economic aid as well, there would effectively be possible to turn foreign investment both into joint ventures and into a multitude of other portfolio investment entities ( mutual funds, investment funds, shares and bonds negotiation etc).

The coherence and success of the pooling of foreign capital in Romania depend on the extent to which the decisional line is organically linked to the reform process, on how it becomes and is maintained active and adjustable conducted according to the needs and perspective interests of the country.

Maintaining this organic connection is being possible by reflecting the objectives of the governmental reform program into the foreign capital pooling policy objectives. The more we think about the necessity of catching-up the lagging of the Romanian economy as compared to the average of the other UE member-states the more striking the issue becomes.

Thus, the fond issue is to find the most adequate ways to pool the ISD, to liberalise the process and to promote an active, viable policy differentiated on regions and sectors, the correlation with the reform strategy and short-term social and economic development. The risk is, equally of the donator (the foreign investor, most of the times belonging to the TCM category) and of the receptor (the foreign country in which the investment takes place), by the effect of the domestic resources consume and the domestic labour force exploitation without any social protection guarantee except from those stipulated in the privatisation contracts.

One last problem to approach is the technologic aid for the receiver-country once the TCM is implemented. It is well known that over 50% of the world intellectual property belong to the great transitional and multinational companies. Thus, it is legitimate to ask whether there is a significant difference between benefits brought by the simple ISD and those determined by highly technological infused investments. It is obvious and also demonstrated that the second category is also the “jackpot” for any receiver economy.

Without any doubt, there was a certain impact on the Romanian economy, but it was not consciously directed. Such a situation was not determined by lack of power and negotiation capacity of the Romanian authorities with the ISD issuers, it has several other explanations:

- Romania did not have a medium-term coherent strategy regarding the structural economic policy to be followed by authorities, with clear targets, still adaptable to newly appeared situations. The circumstances given, neither ISD nor their components could be given precise objectives;
- It was considered that, imperatively and automatically, any ISD would be the promoter of technical, managerial, organisational and marketing innovations- capable to generate competitive advantages and to contribute to the modernisation and effectiveness of diverse activities. In fact, a significant number of ISD were so small in size that were incapable to offer technological support; other ISD came from economies which themselves did not hold a competitive advantage in their domain in their origin countries or in Romania; other times it was considered that economy was extensively developing and any investment itself was promoting growth and competitive economic advantages;
- The attitude - or even more precisely the lack of attitude – of the Romanian authorities regarding the ISD technological component seems to come from a mental reminiscence, brightly synthesised by Porter M. “The Competitive Advantage of Nations”, according to whom the

Romanian economy (just like that of other transition states) finds itself in an incipient development stage where the competitive advantage comes from the tooling up with inherited production factors, especially primary factors which only have to be attracted in the economic circuit by means of massive investments that could generate a new economic space where a greater amount of technical capital can function.

It should be mentioned that most ISD promoted in the country (just like in other countries in the region) “were market-oriented, trying to catch the considerable demand in the area, meaning Romania, where the population was lacked for several decades the basic goods, not to talk about the more sophisticated ones...” (the same, Porter M.). Yet, even this kind of market-oriented ISD accomplishes a technological transfer generating competitive advantages. Treasuring the potential in order to add value to the classical capital elements and to technology as neo-factor depends decisively on the managerial and organisational practices of using these production factors.

### **3 – Epilogue: Romania and the question answering**

There are a series of question of utmost importance left in front of us, Romanians...

Will we be able to greatly take advantage of the immense opportunity of the European integration? Will Romanian authorities succeed in adopting that political decisions mix able to ensure the economic effect regarding the accomplishment of nominal and real convergence of our economy with that of other UE member states? How long will it take Romania so as to overcome the immense differences it has as compared to EU-27? Which will be our country contribution to the dynamic change of the European model?

It is we, the Romanian economy specialists that have the task of finding viable answers to such challenges.

There is one clear fact: mankind is facing a new obstacle and a pragmatic horizon where it will have to live in the future. "It has been three years since we find ourselves in the tail comet of the industrial civilisation, of mechanisms, materialism and the clock-universe" (Dinu, M. 2006). Moreover, the plus-value of the first proficient era were even more striking: economy turned viably to post-industrial, culture became post-modern an, in addition, the nation-state erosion turned society into a post-national one. The climax was the beginning of post-communist and post-capitalist emergency processes. To all these challenges and fighting so as to overcome the lagging, Romania has an answer to provide.

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