

УДК 339.97:316.324(045)

ОСТАПЕНКО Т.Г.,

к.е.н., доцент, Науково-навчального інституту Економіки та менеджменту Національного авіаційного університету

ПРОБЛЕМИ ПОДАЛЬШОЇ ГЛОБАЛІЗАЦІЇ ЗА УМОВ ІСНУВАННЯ НАНОЕКОНОМІЧНОГО РІВНЯ МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИН

Анотація. В статті визначаються проблеми глобалізації, які формуються Римським клубом. Дослідники Римського клубу виділяють напрями подолання цих проблем та окреслюють шляхи розвитку людства в контексті такого подолання. Існують різні рівні міжнародних економічних відносин і найнижчим є нано-рівень, як рівень відносин «людина-людина». Ці відносини визначають взаємовплив людини та світу.

Ключові слова: глобалізація, глобальні проблеми, міжнародні економічні відносини, наноекономіка, нано-рівень міжнародних економічних відносин.

Остапенко Т.Г., к.э.н., доцент, Научно-учебного института Экономики и менеджмента Национального авиационного университета

ПРОБЛЕМЫ ДАЛЬНЕЙШЕЙ ГЛОБАЛИЗАЦИИ В УСЛОВИЯХ СУЩЕСТВОВАНИЯ НАНОЭКОНОМИЧЕСКОГО УРОВНЯ МЕЖДУНАРОДНЫХ ЭКОНОМИЧЕСКИХ ОТНОШЕНИЙ

Аннотация. В статье определяются проблемы глобализации, которые формулируются Римским клубом. Исследователи Римского клуба выделяют направления преодоления этих проблем и очерчивают пути развития человечества в контексте такого преодоления. Существуют разные уровни международных экономических отношений и самым низким уровнем является нано-уровень, как уровень отношений «человек-человек». Эти отношения определяют взаимовлияние человека и мира.

Ключевые слова: глобализация, глобальные проблемы, международные экономические отношения, наноекономика, нано-уровень международных экономических отношений.

Ostapenko T.G., Educational and Research Institute of Economics and Management of National Aviation University

FAR GLOBALIZATION PROBLEMS IN THE EXISTENCE OF NANO-ECONOMIC LEVEL OF INTERNATIONAL ECONOMIC RELATIONS

Abstract. The paper defines the challenges of globalization, which formulated the Club of Rome. Researchers of Club of Rome isolated areas to overcome these problems and outline ways of human development in the context of such an address. There are different levels of international economic relations and the lowest level is the nano-level, level of relations "man-man". These relationships define the interaction of man and the world.

Key words: globalization, global problem, international economic relations, nanoeconomy, nano-level of international economic relations.

Relevance of the chosen research is determined by the fact that globalization has an active development and progress at different levels of the world economy. Countries, regions, industries, businesses and some individuals form different levels of international economic relations that determine the impact on globalization. But globalization also affects the isolation and intensification of the global economy at all these levels. Impact least to most actualization defines globalization in terms of nano-economic level of international economic relations. The problems of globalization are very diverse, such knowledge which determines the development and the individual and humanity in general. Understanding the nano-economic conditions to overcome the challenges of globalization will be the beginning of further development and solving global challenges.

Analysis of recent research and publications. T. Bershadska defines the geographical dimension of globalization and approaches to defining global challenges and pays special attention to the relationship within the international community. O. Zhadan describes the phenomenon of globalization as a socio-economic problem, the author summarized the scientific and theoretical approaches to defining the essential characteristics of the process of globalization, identified problems and contradictions. P. Volodin defines global problems of the modern world where globalization is the dominant force of our time. B. Kulishov notes that globalization is often perceived positively in developed countries, and raise serious concerns in the developing world. Also B. Havrylyshyn and Gunter Pauli describe modern approaches to defining global problems of humanity.

The aim of this study is highlighting problems of further world globalization with existence of nano-economic conditions of international relations, as individual economic behavior is influenced by globalization progress.

The main material. International Economic Relations at the turn of the century determined the existence of global problems of globalization. These problems are voiced, scientists, economists, managers, politicians, public figures around the world. The most active position of such concepts is produced by members of the Club of Rome. We know that the Club of Rome is modern educator and concepts of the world where researchers propose to determine the

future of the world, and predict it. Most researchers recognize the urgency of the economic problems of humanity in the context of globalization. Thus, one of the works of the Club of Rome member Gunter Pauli is the work of "Blue Economy" (this is one of the reports of the Club of Rome), which translated into Ukrainian language [3].

Referring to the history of the Club of Rome. Roman club (Club of Rome) - an international non-governmental organization whose mission is to stimulate the study of global issues. Founded in 1968, the Italian manager Aurelio Peccei. Formation customarily called "global problems" arose in the mid-twentieth century, informed the world community after 20 years. Global problems - a problem affecting the (to some extent) of all countries and peoples, which may decide combining the efforts of the world community. To address these problems related to the existence of human civilization or, in particular, its further development.

Global problems are complex, closely intertwined with each other. With certain degree of conditionality can be divided into two main blocks [5]:

1) problems associated with the contradiction between society and the environment (the system "society-nature");

2) social problems associated with the contradictions within society (the system "man-society").

One of the main objectives of the Club of Rome considered the involvement of the international community to global issues, rather to the whole, complex set of problems, which was called "problematic."

The term "global" or "world problems" was born of the knowledge of the world as a single system for the existence and development of which should be joint efforts to overcome a number of problems that can not be solved on a local, private level. This understanding of the world is often associated with "new global thinking." The formation of global thinking and related scientific problems was slow and painful. To date there is debate about what issues to consider truly global, and which - universal, ie with different forms in different countries and different political systems; which means it is necessary and possible to solve these problems; how to coordinate efforts aimed at solving them. But the first difficulty, which ran the Club of Rome, determined to warn people about the dangers associated with the emergence and exacerbation of global problems, became very way of presenting such information [5].

We know that the club founders created it as a forum representing a variety of views and opinions that do not have or is not obligatory single point of view. Roman club organizes and holds annual conferences and appeals to the community of so-called "Club of Rome report". These the reports prepared by independent working groups exploring Custom Club critical aspects of the situation prevailing in the world. Orders Club determines only the subject and guarantee funding of research, but in any case does not affect the progress or on its findings and conclusions; authors of reports including those who are among the Club members enjoy full freedom and independence. It should be noted that not work financed from the funds of the Club, which has a very small budget and from external sources, usually by bringing various external funds. Having received the annual report, the Club considers and approves it, usually during the annual conference, often in the presence of the public - representatives of society, science, politicians, the media - and then carries dissemination of results of research, publishes reports, conducts discussion different audiences and countries. [5]

The first report, which would attract attention, put forward special requirements. President of the Club of Rome, Aurelio Peccei wrote: "The scientific papers, declarations, manifestos, conferences and symposiums - the most common way to read sermons relatively narrow range are converted to the faith of people. All these forms manifests usually do not reach the wider community. At one time, opportunities to communicate with a wide audience gave the media, but today they have a huge number of the biggest differences that people are in constant misunderstanding as to capture a significant and discard secondary and, eventually, as the basis of all this make reasonable conclusions and which is. Of course, we had to use all existing facilities. However, we felt that addresses the Club of Rome will have the desired effect only if it is presented in some new, unusual shaped. It had to remind current treatment. For as long as people with different levels of education can not see reality as it is and not as it is still white, or what they would like to see it - they did not reach the global content issues. I had to make as many people were able to make this sharp jump in his understanding of reality "[5].

Thus, the purpose of the first report - "shock therapy." It would clearly and confidently show viciousness deeply rooted in modern civilization commitment to growth, primarily to the expansion of industrial production, and show it with this "objective" means a mathematical computer model. Computer models of the global system submitted to it by a clear, confident and objective way, which is looking for members of the Club of Rome [5].

Results spans model presented in the first report of the Club of Rome "Limits to Growth" (1972) - impressed the world and caused a harsh debate between the experts who examined the model inadequate and unable to reflect the complexity of the world and global issues, and conclusions about the dangers of economic growth that known as the concept of "zero growth" dangerous and harmful. Members of the Club of Rome received the reputation as "neo-Malthusianism" "technocrats" and so on.

Based on the numerous criticisms and thoughts, concerning the complexity of the global system, and Eduard Pestel American mathematician Mihayle Mesarovic began to develop another model of the world based on the proposed Mesarovic in the late 60's. Theory of multilevel hierarchical systems.

In 1974 Mesarovic and Pestel, summarizing the results of the runs models presented the Club of Rome second report, entitled "Humanity at the Crossroads", which proposed in response to criticism of the idea of "zero growth" concept "organic growth" under which each region of the world has to perform its special feature, like the cell of a living organism.

The concept of "organic growth" was generally accepted by the Club of Rome to this day remains one of those who defended him especially.

As noted, after about a year after the publication of the report "Limits to Growth", when debates about it are in full bloom, there was an oil crisis, which clearly contributed negative aspects of the current international economic order. By the time already segregate a major problem on the global monetary system that developed under the influence

of shock in the late 60's - early 70's, when the worldwide wave of inflation and global trade under the GATT, which caused dissatisfaction developing countries. These issues were discussed at the United Nations, which was involved in the Club of Rome. Proposals that were spoken during the debate, did not satisfy members of the Club and it was decided to organize its own project development restructuring of the global economy. Soon the project received a common name - "Review of the international order", because supposedly, focusing on economic issues can not be left roadside socio-political issues. Management Working Group took the famous Dutch economist, Nobel Prize winner Ian Tynberhen. Later he formulated his task: "Recognizing the importance of the UN adopted resolutions and the Charter of Economic Rights and Duties of States or realizing at the same time not-determination and their many contradictory provisions Peccei doctor suggested I create and lead a group of experts who were be able to answer the question: is it possible to offer heads and peoples of the world a new order that will allow real and best meet the basic needs of today and possible needs of future generations." [7]

The next stage in the Club of Rome marked the transition from quantitative analysis of global problems of human existence, goals and values system. At the fore the concept of a "new humanism", the idea of the original value of personal human qualities that will ensure "human revolution" "revolution of consciousness" and the transformation of society.

All these concepts emerged in 1977 in a report entitled "Goals for mankind". The basis for it was the concept of global solidarity, which will open the way to the "revolution of global solidarity," alteration of consciousness, formation of a new "global ethnic" when the rules of human behavior and rules of public policy will determine the "new standard of humanity."

In 1979 there were just two reports of the Club of Rome: "Energy: countdown," which was produced by French researcher, professor of the National School of Arts and Crafts Thierry Monbriaem. Another author Club next report was the report "No limits learning", which was prepared under the direction of American education specialist James Botkin, Moroccan scholar Mahdi Elmandzhry and professor of the University of Bucharest Mircea Malitsy. This series of reports include a later project "The Future Ocean", completed in 1984 under the direction of Elisabeth Mann-Borghese.

The report "No limits learning" main objectives identified human survival and human dignity. The possibility of transforming the world, according to the authors, reveals the concept of "innovative education", which includes not only a school, university or vocational education, but also wide common approach to everyday behavior and outlook of the individual, built on "Human initiative." Education, development of human consciousness must be "predominant" instead of the current "delay", which fails to lead people along with time, just adapt it to what has already happened. The report called for building a future, teach people to offer adequate behavior to new situations, predictions for the future, assessing the consequences of decision-making, active participation in shaping the future. Man has to participate in public life so that it provided an organic combination of individual rights and their responsibility for the fate of mankind, free development of each and integration of all people in society only in terms of global cooperation, built on humanistic values.

In 80 years there are reports of the Club of Rome, a broad united by one theme - the problem of relations between North and South, the gap between developed countries and developing countries. This employee of the Ministry of National Economy of France Maurice Garnier "third world - three-quarters of the world" (1980); "The imperative of cooperation between North and South" (1981) by Jean Saint-Jura; "The third world is able to feed itself" (1984) Rene Lenoir and "Barefoot Revolution" (1988) Bertrand Schneider [5].

The report "The routes leading to the Future," published in 1980, the author of which was Bogdan Hawrylyshyn - Director of the International Institute of Management (US residents, who comes for Ukraine), issued to discuss the model of the future world order built on the existence of different cultures, religions, ways of life, collective leadership, representative democracy.

In their minds B. Hawrylyshyn relied on three, in his view, the basic qualities [5]:

- Ability to accumulate knowledge and experience, exchange information related to the formation of the future, as well as creativity and intuition that allows you to make unexpected discoveries deeply know the outside world;
- The ability to organize personal and social life in all its various aspects;
- The ability to be guided by the concepts of value, for the implementation of which requires certain conditions.

The manifestation of these qualities, according to B. Hawrylyshyn closely related to the efficiency of society as a system of values that dominates the state, the system determines the standards of conduct set forth in ideology, legal and moral codes; organizational skills people who obey the values and standards of behavior reflected in the political leadership of society and to create another key element of the social fabric - economic system; and, in the end, the human capacity for learning and invention birth to another key element - technology.

By B. Hawrylyshyn, key components of the social system - the system of values, political, economic and technological systems - changing, with different rates: a system of values very slowly, and resistance different political system, while technology recently developed at high speed. When some elements are beginning to change, while others are trying to keep the "status quo" I said. emerging crisis, which lasted until any new values and norms of behavior. The easiest way to change the economic system, for example, move from free trade to a managed market, but the political system change tests usually run into serious opposition. As an example B. Hawrylyshyn cites three value systems in three countries: the US, USSR, Japan.

B. Hawrylyshyn claims that the principles of cooperation group living in any society, though often or fall asleep or remain in the atmosphere of competition fever. If excite them, all over the world eventually established social order built on these values, which, of course, receives various institutional forms in different countries, according to their historical experience, level of development, the scale and quality of human and material resources.

Some particularly in a number of reports of the Club of Rome standing Orio Dzharini "Dialogue of wealth and well-being" (1980) and the report "Microelectronics and Society" (1982), which is a collection of articles.

In the first of them leading Italian economist Dzhari conducts deep analysis of current economic trends and turns to thinking that awarded the current economic system. He proposes to revise the concept of "wealth" and "prosperity", to think about how to use and create a new concept of the economy, which is a synthesis of economy and ecology, to find a new strategy for accumulating wealth and achieving prosperity based on ecological and economic values.

Prominent among reports of the Club of Rome report takes Eduard Pestel "Beyond Growth" (1987). It discusses urgent problems "organic growth" prospects and possibilities of solving them in a global context, taking into account both the achievements of science and technology, including microelectronics, biotechnology, nuclear energy and international situation.

Of the rest, in 1990 first introduced the report on behalf of the Club of Rome, written by its president Alexander King and Bertrand Schneider General Secretary - "First Global Revolution". Summing up his twenty-five years of Council of Club again and again refers to the changes that have recently occurred in the world and characterizes the current state of global issues in the context of the new situation in international relations that arose after the long confrontation between East and West; the new economic situation prevailing in the establishment of new units, new geostrategic forces; new priorities in the "traditional set of" global issues (development, population, environment, resources, energy, technology, finance, etc.).

Nano-economic level of international economic relations (hereinafter - IER) is the level of relations "man-man" when cooperating individuals. Of course, individuals working in an international environment as representatives of groups - families, businesses, industries, regions and countries. Nano-economic level included in other levels of international economic relations, namely the micro, meso, macro, mega- and meta.

Before we focus on the highest levels of international economic relations, will focus directly on the nano-level IER. Nano-formed relationships within the family, that is the team that is associated with the development and human behavior. Family tradition for centuries formed under the influence of global change and the problems of humanity. Thus, the environmental problems humanity require economically treat waste, to consume ecological (organic) products, while Health is the key to quality of life. Co-existence within the group (family) requires new behaviors, because the education of children and relations between spouses are traditional, but modern in terms of global issues. It formed a family relationship "man-man". And these relationships influence the course of global issues

Within the microeconomic level of relations "man-man" marked relations "head-head", "Head-slave" and "slave-slave." Human behavior at the company recognized motivational systems that exist in this entity. Motivation - is the impact on economic behavior. Motivational systems provide opportunities to overcome the impact of global challenges. Thus, in the 70-80 years of the twentieth century, after the oil shock of 1973, business activity was aimed at energy saving and resource-thrift. The activities included management experience exchange with foreign partners, and the invention and introduction of the newest technologies. A person within the group - the company creates professional links to local solving global problems.

Meso ERI provides links between sectors and inland regions. Thus, the Odessa region of Ukraine can cooperate with the region of Provence in France and to form inter-regional ties. And cooperation within the industry on the level of international competition, where companies compete within the international industry. Meso level consists of activities of enterprises and individuals. Meso level - a level of cooperation "group of companies - a group of companies", "Location, Location." Such cooperation form some personality when leaders of the region establish links with counterparts from other countries. The human factor is also the basis for the withdrawal of certain conduct to address global challenges at sectoral and regional levels. Thus, to overcome the global population issues should be at the regional level form of birth control behavior or encourage it to families. A competitive conditions within the industry to encourage the introduction of new knowledge to create competitive advantage internationally.

Macroeconomics determined ERI activities leading political leaders to form a relationship with the outside world. Brief biographical characteristics leading figures in politics and the economy can provide information about the action these leaders in particular and country in general. Thus, there may be "blind spots" about the leaders underestimating their capabilities when these people do not see signs of potential development, and not include them in its future activities. The first identified these "blind spots" Michael Porter. [M. Porter competitive strategy] political system created and break depending on the activity of leaders of major political parties and public associations. Establishing international relations at the international level requires proactive government leaders and their entourage. The human factor plays a role in the formation of multidirectional international economic relations and the global challenges that will occur within national economies.

Mega relations - a regional links between international entities (integration units), for example, when working with the EU Mercosur. Nano-relations at this level are designed to overcome the "problems" (in the terminology of the Club of Rome) global environment. The combination of the leaders of the member units and integration activities of individuals (individuals at the regional level) could affect the resolution of complex issues in the regional community. As part of the integration units is a synergistic effect when the joint efforts of different actors mutually reinforce global economy and lead to more positive results particularly in situations to overcome global challenges.

Meta ERI is their global levels. The Club of Rome identifies the problems of globalization and the functioning of the global economy. Global level involves a combination of all the above described levels and forming a model of the global economy with the solution of its main problems. Nano-relation is the smallest indivisible particle of the global economy and they filled mutually intercrossed and the meaning of life in a global environment. Group leaders and inventors of new knowledge, economists and management theorists and practitioners identify areas of cooperation of all parts of the global economy under the influence of globalization and direction of solving their problems.

Conclusions.

Thus, there are mutual global processes in nano-economy. At the nano level there is separation and formation of global challenges, when the individual depends on the direction of human development. Of course, globalization

problems arise as a result of the various actors in international economic relations at different levels of the world economy. Mutually intercrossing different causes of action and synergistic effect of individual elements and subjects increases. It should be understood that some people carry out research to overcome global challenges and these studies are the backbone of nano-technology. For example, to overcome environmental problems possibly introducing nanotechnology to the environment, what Gunter Pauli emphasizes in his study "The Blue Economy". The Club of Rome also encourages researchers to conduct individual nano-science and life in individuals and in the life of the whole world.

References:

1. Bershad'ska T. Globalni problemi lyudstva. Globalistika.: [E-source] - http://www.geoknigi.com/book_view.php?id=176
2. Volodin P. Globalni problemi suchasnogo svitu.: [E-source] - http://www.zgia.zp.ua/gazeta/VISNIK_40_9.pdf
3. Gunter A. Pauli The Blue Economy/ Gunter A. Pauli. – K. : RRF. – 2012. – 353c.
4. Zhadan O. Fenomen globalizatsiyi yak sotsialno-ekonomichna problema.: [E-source] - <http://www.kbuapa.kharkov.ua/e-book/db/2012-1/do>
5. Kratkiy obzor dokladov Rimskomu klubu: [E-source] - <http://www.val--s.narod.ru/rome1.htm>
6. Kulishov V. Suchasni problemi globalnoyi ekonomiki.: [E-source] - <http://www.search.ukr.net/?go=http>
7. RIO: Reshaping the International Order. A Report to the Club of Rome / Tinbergen, Dolman van Ettinger (Eds.), New-York: E. P. Dutton. (1976).