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Foreword

Some Economic Dimensions of Sustainable Development

Baicu Claudia Gabriela

We are living today in a world of huge challenges, deep interconnections, profound mutations and global risks under the impact of several factors among which climate change, innovation, increased competition or evolution of technology could be mentioned.
In addition, the lessons and consequences of the recent global economic and financial crisis revealed new dimensions, challenges and requirements for sustainable growth.

In the context of these challenges and requirements, on 25 September 2015, the United Nations adopted the resolution „Transforming our World: the 2030 Agenda for Sustainable Development”[1] that sets 17 Sustainable Development Goals with 169 targets in order to allow sustainable development.

The Goal 8 established by this resolution - “Goal 8. Promote sustained, inclusive an sustainable economic growth, full and productive employment and decent work for all” -covers different economic and social areas such as promoting of: economic growth, economic productivity, entrepreneurship, sustainable tourism, sustainable consumption, decent work and job creation, youth employment, labour rights.

Starting from these premises, the current number of Journal of Economic Development, Environment and People includes papers that address topics of great importance for today challenges and requirements of sustainable development: protection of intellectual property (Lenka Pelegrinová, Martin Lačný – “Protection of Intellectual Property and its Economic Aspects”), models of consumption (Reyhan Karababa – “Postmodernist Identity Construction and Consumption”), tourist entrepreneurship (Viorica Jelev – “Future Economy and Touristic Entrepreneurship”), higher education curriculum and labor market requirements (Luise Mladen, Rocsana Tonis (Bucea-Manea) – “Premises for Adapting Curriculum and Educational Package to Labor Market Requirements”), the role of public diplomacy at international level (Elena Gurgu, Aristide Dumitru Cociuban – “New Public Diplomacy and its Effects on International Level”).

We hope you will find interesting the above mentioned papers that could open platforms of discussions and exchange of ideas.

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[1] United Nations, *Transforming our world: the 2030 Agenda for Sustainable Development*, A/RES/70/1, available at https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf

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Protection of Intellectual Property and its Economic Aspects

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Abstract. *Intellectual property, as intangible assets, is classified in most countries under the definitions of the TRIPS Agreement and PCT according to the manner of its protection. This article presents results of an analysis of the relationship between the protection of intellectual property rights at certain globalization level and verification of their influence on economic indicators in the selected countries of the research sample – 32 countries of a similar intellectual property protection system under the PCT. An examination of the level of globalization as a quantitative marker was enabled by the KOF Index of Globalization. Terms and data with the cross-sections enabled to test the 352 objectives through the application of a non-parametric modeling statistical method – panel data regression with the effect of random cross-sectional variables. The conclusions show that there is a statistically significant probability of the relation between the quantity of registered patents and the level of gross domestic product, gross domestic product per capita and adjusted net national income.*

Keywords: Intellectual property protection, Patent Cooperation Treaty, KOF Index of Globalization, panel data.

JEL Codes: F40, K20, O34

1. Introduction

Intellectual property is a relatively new kind of property ownership in its intangible form. It is an ownership resulting from intellectual activity and may relate to artistic activity, a database of information, product and service innovations as well as microorganisms and biological processes. The history of intellectual property globalization is linked with the first legislation under which the industrially developed countries in the 19th century sought to enforce patents and copyright in pursuit of their economic growth and protection of their own cultural autonomy. The legislation passed at the Paris Convention for the Protection of Industrial Property (1883) and the Berne Convention for the Protection of Literary and Artistic Works (1886), enabled the industrially developed countries to build up the lead and also mark the beginning of the emergence of a secondary market for intellectual property.

In terms of the institutional level of globalization in the area of intellectual property there are, especially, two international organizations, the World Trade Organization (WTO) and the World Intellectual

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Property Organization (WIPO), that create basic legislative framework for the signatory states, which means the majority of the countries in the world. The WTO covers commercial and legal aspects of intellectual property under the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).

At the global level in the area of intellectual property the WIPO, one of the 17 specialised agencies of the United Nations (UN), functions especially under the Patent Cooperation Treaty (PCT). The TRIPS Agreement and the PCT, including supplements and amendments, provide a kind of a global framework for protection of intellectual property rights. The rules and definitions of the two treaties regulate protection of intellectual property at regional, national and international level, while the other international treaties are effective in the area of intellectual property further added and specify the global environment in which develops a secondary market for intellectual property, as intangible assets.

2. Brief review of literature on intellectual property and its protection

First of all, it is necessary to correctly understand and work with the terms in the field to understand the idea of globalization of intellectual property. The term *intellectual property* is understood from three different perspectives (Beháňová, 2008):

- as a subject matter, i.e. copyright, patents, trademarks, etc.;
- as the content of rights, i.e. a set of creator's subjective entitlements to the result of creative intellectual activity; and
- as laws, i.e. a group of laws that deal with legal regulation of relationships among actors.

Lack of unity of the understanding and interpretation of results is found in disharmony of their interpretation when considering or define the quantitative and qualitative properties. The general public but also many authors focusing on the issue refer to the term *intellectual property* as result of creative intellectual activity. They understand intellectual property as a subject and as a right as well.

However, it is important to realize the essential difference between the result of creative intellectual activity, which is subsequently transformed into an intangible idea, artistic work, invention, knowledge, and the intellectual property. The term *property* suggests that there is a certain legal relationship that is being developed under the subjective right. The subjective right in this case is an opportunity for an individual to claim their title. This right is, or should be, guaranteed by the objective right that is given by a set of laws regulating the area of intellectual property.

Intellectual property is a way of protecting any innovative ideas, whether of technical or artistic character. Such an idea or invention has a specific value for different parties with a possibility to get engaged in the process of its implementation. The protection of intellectual property in various forms is an instrument that should simplify to get a grip on an intangible idea that without being implemented does not have the same value as the outcome of its implementation. The protection of intellectual property enables creative thinkers and inventors to transform an intangible idea into a marketable item, while a higher authority guarantees the protection of their idea in the same way as in case of tangible assets.

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Intellectual property rights are, according to the WIPO, those rights given to persons for creations of their intellectual activity. Intellectual property refers to the products of thinking as inventions, literary and artistic works, symbols, names, pictures or designs that have industrial utility. Their value depends on their usefulness and quality of information as well as on legal protection provided. The protection of intellectual property limits the use of products of intellectual activity that have a commercial value by third parties.

The WIPO draws a distinction between the two following branches of intellectual property:

a) Industrial property – inventions (patents), trademarks, industrial designs, geographical indications of origin etc; and

b) Copyright – literary and artistic works (novels, poetry, plays, films, musical works, photographic works, works of drawing, painting, sculpture, architecture, etc.), performing artists in their performances, producers of sound recordings and recordings of radio and television organizations, computer programmes (open or closed source software).

The WTO, under the TRIPS Agreement, defines intellectual property as all categories of intellectual property that are the subject of its scope, namely, copyright and related rights, trademarks, geographical indications, industrial designs, patents, layout-designs (topographies) of integrated circuits, and protection of undisclosed information (trade secrets).

Copyright is, to some extent, a questionable category of intellectual property protection since its establishment and is directly linked with the creator and the time of its creation. The copyright owner is an individual who has been the creator of the work since it was created and the owner's rights remain even after their death. In comparison to industrial rights, copyright cannot be protected in the same way, i.e. by registering the right with an institution that looks after any matters in relation to protection of intellectual property. In many cases it is not possible to restrict the use of copyright protected works by third parties, for example, if they indicate the originator of copyright or use it for personal purposes. For such reasons it is not possible to quantify intellectual property in the form of copyright.

The case of computer software is a specific issue in intellectual property protection. In certain countries, for instance, the USA, Australia, New Zealand or Japan, computer software is protected by patents, in contrast to the attitude of European countries in which software is the subject of copyright. Computer programmes indicate a significant problem about enforcing the protection of intellectual property rights. The definitions of their individual categories allow different ways of protection in different countries, which complicates any efforts to harmonise national legislations.

The globalization of intellectual property is a penetration of the globalization process into the area of intellectual property rights. Intellectual property rights have been part of the internationalisation and

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globalization process since the 19th century. At first, the globalization process of intellectual property unfolded in the form of elevated protection of intellectual property in the developed countries that endeavoured to maintain their lead in the development. However, this phenomenon has become more intense in the recent decades, in particular because of entities shifting from tangible assets to intangible assets in the form of intellectual property.

Intellectual property in global governance implicates virtually all aspects of economic globalization and its intricate relationship with global normative and political governance. In the context of global governance, intellectual property regulation implicates an unfolding, complex regime interaction, given the indeterminate nature of technological evolution (Oguamanam, 2011, p. 196-197). The globalization process of intellectual property is currently focusing on harmonisation of procedures and legislation for protection of intellectual property rights in the form of agreements, treaties and declarations effective 'worldwide'. However, to contain all aspects of intellectual property rights protection within the global regime is becoming increasingly more difficult at the current dynamics of technological development. Especially two organizations, the WTO and WIPO, are pursuing it but their perspective on protection of intellectual property differs in their interests and objectives. While the interests of one organization can be identified rather as economic with a significant influence of international lobbying, the interests of the latter lie rather in efforts to harmonise procedures and legislation.

There is also a significant difference in the position of the state within the two international organizations. The World Intellectual Property Organization (WIPO) does not significantly interact with the position of the state. Its member states are bound by international treaties with the objective to harmonise procedures for intellectual property protection to gain advantages resulting from it. In this context we can talk about the sovereign position of the state since there is no higher authority that can effectively sanction states that do not comply with treaties. However, the situation is different within the World Trade Organization (WTO) that has effective sanctions, especially, of economic character. This is a case of a partial loss of the sovereign position of the state, in which the state has to share it with an international organization that is controlled by economically powerful entities.

Concerning the global implications of intellectual property for states, individuals, society and different types of business entities, the actors in the globalization process are discussing them at different levels. The proponents of global intellectual property rights argue that authors of works are entitled to exercise their rights against a product of their own intellectual activity. Protection of their products motivates them towards further innovative activity, which eventually results in the prosperity of the entire society. Scholars appeal on a need for creating efficient protection for specific products on a worldwide scale for reasons of 'preserving cultural, social and societal values' (Hajnalová, 2009; Dudinský and Dudinská, 2012).

Another argument in favour of global intellectual property rights is an emerging secondary market for intellectual property, in which, according to liberalistic principles, all actors may prosper. Beháňová

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(2008), for example, warns that multinational corporations move advanced technologies and products and increase rates of their investment in markets in developing economies where their intellectual property is sufficiently protected. The authors believe that especially this factor encourages less developed economies to grow faster. This opinion is supported by Dobřichovský (2004) who, in his publication, gives evidence that intellectual property is one of the factors that positively influence economic growth. The global protection of intellectual property rights creates, according to the authors, an instrument to encourage and stimulate creativeness and innovations.

However, the opponents of global intellectual property rights point out conflicts in relation to protection of intellectual property as well as problems that additionally arise from its globalization. The protection of intellectual property leads, according to the opponents, to stagnation while the registered authors often seize products that were created due to knowledge transferred in the given culture. The scope of intellectual property rights allows their protection for the benefit of an individual, even though the entire society, its culture, knowledge, know-how, or natural conditions have merits in relation to the product. At the same time, this legally allows to set up monopolies that deform the market. Monopolies pose a threat mainly to industries with high research and development costs, where many enterprises focus on increasing profits from their own innovation while restricting innovative capacities of other enterprises (Archibugi and Filippetti, 2010).

Apart from general disagreement in exercising intellectual property rights the opponents also focus on the system of their implementation on a global scale through international organizations and treaties. The main comments criticizing the globalization instruments of intellectual property, for example, the TRIPS Agreement, may be summed up in a substantial inequality of members that is accepted by the theory of economic rationalism and Marxist theories as well (Baylis and Smith, 2008). On the other hand, for example, C. Juma (1999), who is against such arguments, draws attention to the fact that many developing countries perceive the globalization of intellectual property as negative because international treaties, such as the TRIPS Agreement, influence their ability to use technological knowledge for development of targets beneficial to the public, such as health, nutrition and environmental protection. However, they suggest that such adverse implications should be solved in the form of expanded protection regime of intellectual property, in order to include products and sources provided by developing countries which could increase their share in the international market.

We decided to confront opinions of different authors in our own analysis linked to objective statistical methods for verifying the relationship between economic indicators and indicators of globalization and protection levels of intellectual property in selected countries.

3. Purpose, Objectives and Methodology

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Regarding the different viewpoints of the authors on the protection of intellectual propriety in the age of globalization, we focused our research in the direction of underlying assumptions of our reflections . The system of intellectual property protection is a result of international treaties and conventions that reached the global level through international organizations, such as WTO and WIPO. Thus, we can draw the logical conclusion that the intensification of intellectual property protection and globalization are interconnected processes.

Similarly, we assume that if protection of intellectual property is a result of innovative activity in a country, while its increased protection is attractive to enterprises and investment, the increased protection of intellectual property will also influence national economies. In the area of the protection of intellectual property rights the state acts as an authority, declaring protection of intellectual property rights within creating a legal framework for protection and enforceability of such rights. Therefore, we assume that the state has higher expenditure for developing and operating the entire protection system of intellectual property rights (including personal and operating costs or membership fees in international organizations), than the fees for registration of intellectual property rights are able to cover. This way the state does not protect the public welfare but rather private interest. Therefore, we assume that protection of intellectual property should also have secondary benefits for the state as an investor, for example, in the form of a positive influence on economic development of the country.

The main objective of our analysis is to find out a relationship between the globalization level and the protection of intellectual property rights and verify their influence on economic indicators in the selected countries of the research sample, which means to verify the relations between the variables specified below.

Intellectual property as assets in intangible form is classified in most countries under the definitions of the TRIPS Agreement and PCT according to the manner of its protection. Only four forms of protection of intellectual property that we are able to identify in different countries and objectively find out the quantity of registered inventions, are relevant for our research. These include, in particular, patents, trademarks, industrial design and utility models. These four forms of intellectual property protection may be registered by filing an international PCT application. The other categories of intellectual property may be registered in a traditional manner with national and international patent offices, while the validity of such applications is geographically limited.

For our research it was also necessary to quantify variables determined for verification of mutual relations and connections, while it is necessary to restrict the system of intellectual property protection to compare individual countries. We have chosen a research sample consisting of countries with similar intellectual property protection systems that allow registration of intellectual property under the PCT. We excluded from the comparison the countries that did not allow comparing all the forms of protection under the PCT – meaning through patents, trademarks, designs and utility models, as well as the countries whose data were not available. For the sample we managed to get 32 countries of a similar intellectual property

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protection system under the PCT.The research sample includes countries (in alphabetical order): Armenia, Australia, Belarus, Brazil, Bulgaria, Czech Republic, China, Denmark, Estonia, Philippines, Greece, Georgia, Japan, South Korea, Hungary, Mexico, Moldavia, Germany, Peru, Poland, Portugal, Austria, Russia, Slovak Republic, Slovenia, Spain, Italy, Thailand, Turkey, Ukraine, Uzbekistan, Vietnam. We have collected the data on quantities of registered forms of intellectual property from WIPO databases that are available to the public.

We obtained macro-economic data from WTO and World Trade Bank databases according to the selection of countries in the research sample. We primarily focused on the following indicators of economic prosperity of countries:

1. ANNI = adjusted net national income in USD;
2. GDP = gross domestic product in USD;
3. GDP_PC = gross domestic product per capita in USD;
4. FDI = foreign direct investment, net inflow in % of the GDP; and
5. S = gross domestic savings in % of the GDP.

Along with the economic indicators we also studied the relation between the quantity of registered intellectual property and the KOF globalization index. The KOF globalization index was first presented to scholars in 2002, and was updated in 2012 to its current version. The KOF globalization index is available on an annual basis for 208 countries for the period of 1970-2010. The authors of the index define globalization as a process of creating networks and relations among actors across the continents mediated through a variety of flows including people, information, ideas, capital, products and services. Globalization is a process that erodes national boundaries, integrates national economies, cultures, technologies and governance and produces complex relations of mutual interdependence (KOF Index of Globalization, 2012).

In addition to the basic theoretical and logical methods, such as comparison, analysis, synthesis and deduction, we mainly used a non-parametric statistical regression method of panel data analysis using EViews to reach our objective. The method is suitable for testing the hypotheses specified below in Section A. in case of multidimensional data (time and space dimension). Panel regression allows us to verify the assumption of the relation between the quantity of registered intellectual property as an explanatory variable and explaining variables (ANNI, GDP, GDP_PC, FDI, S, KOF), while some of them were adjusted by natural logarithm.

4. Results

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Our analysis is focused on finding a relation between selected variables including indicators of intellectual property protection levels, macroeconomic indicators and the indicator of globalization level. With respect to the time perspective we focused on the period of 2000-2010, which is an 11-year cross-section of the development in the selected countries. Consequently, the time and cross-sectional data enabled to test 352 objections by applying a non-parametric statistical method – panel data regression with the effect of random cross-sectional variables.

The verification of statistical hypotheses was carried out at the significance level α set to 0.05. To accept the statistical hypothesis we consider as standard if the P-value (probability level) is smaller than the significance level *α*. The*P-value* represents the probability that the test statistic, under the assumption that the null hypothesis is true, will reach a value at least as extreme as the value computed from the sample. If the*P-value* was higher than *α,* the relation determined through testing could only be a random result. The smaller the *P-value* is, the more probable the rejection of the null hypothesis H_0 is. The null hypothesis represents an independence of variables and is formulated differently from alternative hypotheses. In our research we formed alternative hypotheses H1-H6 (See the following Determination of research hypotheses section).

On the basis of testing the formed hypotheses in EViews in Section B., we'll be able to prove or reject the scientific hypotheses related to the objective of our research. To verify statistical hypotheses, through the Hausman specification test, we determined the suitability of the use of the random effects model (REM) that assumes random distribution of individual absolute members for cross-sectional data.

Determination of research hypothesesH1 – H6:

H1: *There is a statistically significant dependence between the quantity of registered intellectual property (IP) and the amount of adjusted net national income (ANNI).*

H2: *There is a statistically significant dependence between the quantity of registered intellectual property (IP) and the amount of gross domestic product (GDP).*

H3: *There is a statistically significant dependence between the quantity of registered intellectual property (IP) and the amount of gross domestic product per capita (GDP_PC).*

H4: *There is a statistically significant dependence between the quantity of registered intellectual property (IP) and the amount of foreign direct investment (FDI).*

H5: *There is a statistically significant dependence between the quantity of registered intellectual property (IP) and the amount of gross domestic savings (S).*

H6: *There is a statistically significant dependence between the quantity of registered intellectual property (IP) and the value of the globalization index (KOF).*

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The formulation of the hypotheses was based on the assumption that economically developed countries prefer a stronger protection regime of intellectual property rights. Thus, we assume that the quantity of intellectual property registered under the PCT is related to the amount of macroeconomic indicators. The levels of ANNI, GDP, GDP_PC, FDI and S should have a growing trend if the quantity of registered patents, trademarks, utility models and designs increases. Under the same conditions we assume that in the countries with a higher level of the KOF globalization index, i.e. in case of a more open globalization process, there will be a higher quantity of registered intellectual property.

Verification of hypotheses – the statistical hypotheses formed in the previous chapter were tested by panel data regression in EViews, and in the process we used a random effects model and the significance level α set to 0.05 (5%). The testing of the statistical hypotheses was based on the original assumptions that showed a link between the quantity of intellectual property registered under the PCT and the level of globalization and economic indicators of countries. Table 1 illustrates the results of panel data regression.

Dependent Variable: ID Method: Panel EGLS (Cross-section random effects) Cross-sections included: 32 Total panel (balanced) observations: 352				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
ANNI	-4.03E-07	3.05E-07	-1.319415	0.1879
GDP	3.84E-07	4.89E-07	0.784904	0.4331
GDP_PC	**2.025286**	**1.225050**	**1.653227**	**0.0992**
FDI	-745.6848	3168.176	-0.235367	0.8141
S	-1242.678	4456.482	-0.278847	0.7805
KOF	70345.13	85821.60	0.819667	0.4130

Table 1: The results of IP panel regression (own calculation)

In the tested model we computed a test statistic with the relevant distribution of probability *P*. The *P-value* is a probability that the relation between the observed variables is a random result of an incorrectly chosen sample for testing. The P-value represents a probability of rejecting the null hypothesis, where the significance level α is crucial. It is possible to reject the null hypothesis and thus not to reject the alternative hypotheses, if $P < \alpha$. Otherwise, if $P \geq \alpha$, we cannot reject the null hypothesis.

Concerning the determination of the seven alternative hypotheses we cannot prove if there is an existence of a statistically significant dependence between the observed variables. Thus, we cannot reject the null hypotheses that assume a non-existence of the relationship between the quantity of registered intellectual property, chosen economic indicators and globalization index. Only the H3 result is approaching an acceptable result; H3 cannot be proved, but despite that, the result suggests a small probability of a random result when verifying the existence of the relation between the quantity of registered intellectual

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property and gross domestic product per capita. This element could, to a certain sense, indicate the assumption of the authors, who believe that a stronger protection regime of intellectual property, also having an effect on the quantity of registered intellectual property, stimulates the growth of GDP per capita.

Alternatively, for the purpose of the experiment we narrowed the explained variable that was represented by intellectual property in the form of patents, trademarks, designs and utility models registered under the PCT only for patents. We carried out the statistical test under the same conditions and the results are illustrated in Table 2.

Dependent Variable: P Method: Panel EGLS (Cross-section random effects) Cross-sections included: 32 Total panel (balanced) observations: 352				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
ANNI	**-2.17E-07**	**3.22E-08**	**-6.738327**	**0.0002**
GDP	**-1.80E-07**	**5.10E-08**	**-3.536278**	**0.0005**
GDP_PC	**0.295618**	**0.129228**	**2.287569**	**0.0228**
FDI	-10.08672	323.0052	-0.031228	0.9751
S	-85.68106	465.7344	-0.183970	0.8541
KOF	15845.34	9774.873	1.621028	0.1059

Table 2: The results of P panel regression (own calculation)

Patents are a significant source of revenues (apart from copyright licences) for technically demanding industries. Their influence on profits of companies is visible from the beginning, whether in terms of increasing competitiveness or sales. Private persons particularly benefit from sales.

The results of panel regression in this narrowed model do reject the null hypotheses in contrast to the alternative hypotheses H1, H2 and H3. The probability of the relation between the quantity of registered patents and the amount of adjusted net national income, gross domestic product and GDP per capita is statistically highly significant. Thus, there is only a small probability for randomness of results.

GDP is a performance indicator that shows a value of all products and services produced by residential entities in the territory of a country for a monitored period (its computation applies the territorial principle). The link found between the values of the indicator and the quantity of registered patents in individual countries suggests that a higher level of intellectual property protection under patents contributes to the performance of domestic economies. The performance of an economy is shown more real by the GDP per capita (GDP_PC). This indicator is proved a lot in practice as it allows us to compare the performance of economies with respect to their size, population (as well as the rate of productive

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population). The adjusted net national income (ANNI) indicator is a summary of payments to the owners of production factors. The results of panel regression prove that there is a close link between the quantity of registered patents and the amount of adjusted net national income.

5. Discussion

The protection of intellectual property has its supporters as well as opponents depending on their perspective on the utility and moral aspects of implementing the policy for protection of intellectual property. The positive response may be summarised in four points:

a) It provides protection of innovative activities and discoveries for enterprises in order to create a niche in the market, to enhance the competitiveness and value of enterprises;

b) It provides protection of innovations against illegal copying and use of know-how, original works, and prevents the right holders from losing their revenues earned from their investment;

c) It lets consumers get information on quality and benefits of products and services; and

d) It stimulates investment in research and development and simplifies transfer of innovations from laboratories to the market.

The benefits may also include positive effects of patents on macroeconomic indicators of countries, despite that we did not manage to prove the relation when taking in account other forms of intellectual property. On the other hand, we can similarly summarise the arguments of negative effects of the globalization of intellectual property:

a) It limits the flow of innovations and transfer of technologies, which may cause stagnation;

b) It means a handicap for the less developed countries that do not have enough capacities to influence international treaties and use advantages of intellectual property protection;

c) The protection in the area of pharmaceutical products or biological processes may threaten personal life and health;

d) It enables to create monopolies and deform markets;

e) It creates a number of unused inventions that are stored by enterprises.

However, it actually encourages the society in a global sense to invest efforts and resources in continuous strengthening of the protection system of intellectual property. Who benefits from creating the global regime which each country must be subordinated, under the threat of economic sanctions?

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It is exceptionally difficult to prove a positive influence of the strong protection regime of intellectual property on the prosperity of national economies or society. The usefulness of such protection can only be seen in the private sphere. Beháňová (2008) argues that a strong protection system of intellectual property rights is a driver for innovations, a stimulation of investment in research and development and it makes easier to transfer knowledge from research laboratories to the market. However, the driving force for innovations is profit. Intellectual property is a tool for increasing profits from the intellectual activity that is being implemented in the enterprise's environment, and at the same time it limits the use of a result of the intellectual activity outside the company. The enterprise thus enhances its competitiveness or relatively decreases the competitiveness of the others – it is only a question of a perspective.

On the one hand, scholars declare a decrease in tangible assets in the market value of the companies listed on a stock exchange. Companies focus on intellectual capital that currently accounts for 70-80% in the financial markets (Straus, 2004). However, on the other hand, lower operational costs, cheap labour costs and more 'flexible' legislation in emerging markets are a greater motivation for localisation of foreign company branches, despite the poor protection regime of intellectual property. International research conducted by Pricewaterhouse Coopers (2007) suggested that almost 70% of managers consider intellectual property as a legal matter and not as a strategic tool for enterprise development. In the research Jean-Pierre Laisne draws attention to a gradual change in the protection attitude against intellectual property. The efforts to control and strongly protect intellectual property cause inflexibility of the development of innovations in industries. Laisne particularly emphasizes the fact that without a certain level of cooperation the entire industries will suffer. (PricewaterhouseCoopers, 2007, p. 21)

As it is noted by E. Kováč and K. Žigić (2014), competition between companies in developed industrialized countries and companies in less developed countries commonly lies in the vertical differentiation of products. The governments in various countries face dilemmas to what extent they shall leave space for the free market, or how to regulate protection of intellectual property, because the problem of qualitative changes from the perspective of social welfare is becoming prominent, the changes that are connected with the preference of trade policy to free market.

The research outcome published by O. Slivko and B. Theilen (2014) in such a context suggests that protection of intellectual property may have an ambiguous influence. In the markets that have a high rate of innovations, a reduction in protection of intellectual property in a substantial manner may discourage innovation performance. However, a reduction in patent protection may, on the other hand, increase the social welfare because it can induce imitation. That means that the question of setting the patent protection may not be solved without taking into account specific characteristics of specific markets and companies that compete in the market.

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Firstly, the strong protection regime of intellectual property is inevitable for companies whose intellectual assets become the primary source of revenue and profit generation.[1] Since economy is currently developing towards 'intellectual capitalism', intellectual property is experiencing the beginning of its boom. On the one hand, the protection of such ownership has a really stimulating effect – is enough to think to the productivity of corporations concentrated in Silicon Valley, whose revenues are higher than revenues of many national economies.

However, the strong protection regime often has a counterproductive effect. It prevents, for example, small software companies from succeeding in the market because each algorithm, elementary command and programme has already been patented or copyrighted, which hinders the development of new applications and software. The USA is a country with the strongest protection regime of intellectual property which provides protection to the largest portfolio of ideas and inventions. In the US market there is a similarly developed system of exercising and enforcing intellectual property rights. However, such an over-exposed regime often leads to absurd situations in which individuals in pursuit of profit compete in registering literally any ideas, for instance, patents registered for a human head bird feeder, collector of human and animal bodily gasses, portable human noise silencer, etc., or even stealing from foreign cultures, for example, in the form of registering products made of medicinal herbs that, in certain cultures, have been in use for hundreds or thousands of years.

The entire process of ensuring protection of intellectual property is difficult for ordinary individuals, especially in terms of time and administration. The individuals in countries and regions with developed markets, for example, the USA and the EU countries, have an advantage. Most information on protection provision is in English, which handicaps countries with population of poorer language literacy. In many countries the population is not aware of intellectual property opportunities; there are no relevant authorities with competent and professional staff, no information centres, no enforcement of rights.

Trademarks are a specific aspect of intellectual property protection. Many companies sell goods manufactured in the countries with cheap labour and poor enforcement of intellectual property rights. The products of famous sporting and fashion brands or brands of international fashion designers originate exactly in those countries. The same producer often manufacture the products of a lower quality, or even of the same quality, which are sold on the black market for a fraction of the price. According to Beháňová (2008) the trade with plagiarism, including clothing, medicaments, electrical appliances, food, software, etc., accounted for almost 6% of the world trade (i.e. 456 billion USD) in 2003.

[1] A study conducted by PriceWaterhouse Coopers (2007) cited H. Gutierrez who says that Microsoft is an IT corporation which invests over 7 billion USD a year in research and development and the results transferred in intellectual property generate licensing revenues for Microsoft. Apple, which earns revenues not on hardware production but rather on selling software components, i.e. intellectual property, has the same attitude to intellectual property.

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6. Conclusions

The globalization process of intellectual property had been around for several decades. The globalization is, in this case, the main stimulus and tool for expanding the protection regime of intellectual property that is characteristic of rather economically developed countries in the European and North American continent.

Intellectual property is often handled as something monolithic, without any differentiation among the effects of its different forms (e.g. patent, trademark, design, utility models, which are included in our empirical test). These forms have their own different regulations, and therefore their effects also diverge. It is clear that there are common problems (i.e. the problems of property and ownership over the information) but the most important effects are specific. Inter alia, the most important incentives for innovation come from the patent system – or more precisely, from the income generated through the patent system; the incentive to assure the quality of the products results from the trademark; the patent has stronger influence on market structure and on the cost of further research. But all of these effects depend heavily on the exact form of regulation (e.g. the length and the breadth of the protection and on the possibility of compulsory licensing, etc.). The empirical research presented in the paper itself finds different effects – the patents seem to have a stronger influence on macro indices than other forms of intellectual property.

First we tried to analyse the diversity of views on the subject of intellectual property protection and its globalization on the basis of our own research. The outcome of testing statistical hypotheses did not suggest the existence of a statistically significant dependence between the quantity of registered intellectual property, macroeconomic indicators and the KOF globalization index. In our research we focused on countries that have similar systems for protecting intellectual property under the forms that the effective legislation enables to exercise and protects to a similar extent. On the other hand, however, each form of intellectual property protection has a different dimension, purpose and consequences. For these reasons we retested the statistical hypotheses we formed under the same conditions, and we narrowed the explained variable only for protection of intellectual property in the form of patents. With such an adjustment to the tested model, we came to the conclusion that there is a statistically significant probability of existence of the relation between the quantity of registered patents and the level of gross domestic product (GDP), gross domestic product per capita (GDP_PC) and adjusted net national income (ANNI).

However, there are still many unanswered questions remaining for researchers, about the implications of globalization of intellectual property for some countries, and the effort to clarify them is hindered by failure to harmonise the systems of intellectual property protection in individual countries.

The biggest challenges to copyright, that appear automatically, without being registered, and therefore it is not possible that their quantitative and qualitative development to be followed. Serious non-compliance is caused by software which is, in some countries protected as copyright, whereas elsewhere it is protected under patent. Software and computer programmes have a significant share in the market of intellectual property. Similarly, the meaning of trademark is controversial since its importance is paralysed by the continuous growth of the shadow economy.

In general, it can be noted that the global intellectual property protection regime that is becoming stronger and stronger is often the reason for expansion of the black market and infringement of intellectual property rights. In such a context the inspiration for improved use of creative results of intellectual activity can be found in effectively functioning clusters, the concept of open innovations and different forms of cooperation between private and public entities in the innovation process.

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Postmodernist Identity - Construction and Consumption*

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Abstract. With the shift from modernism to postmodernism, identity as a concept began to be redefined in the sociological literature. The goal of this study is to show that postmodernism and symbolic interactionism are fused together to delineate both the scene as well as an actor's identity. In that way, the interaction of a social structure with a culture that won't be completely ignored, and, with the opinion that the categorized roles can be shaped skillfully and diversified by actors, it is possible to refrain from a pure determinism. But transformation to enter different roles does not make sense. Individuals pay more attention to their appearance than who they are in order to be accepted by each group. In this manner, a metaphysical shell game begins. In the following study, the "Social Appearance Anxiety" was used as an indicator of this game. And to determine who is willing to play the game, cultural parameters were utilized.

This study was based on the analysis of the data collected through two questionnaires given to 181 students studying at Hitit University. The INDCOL questionnaire [Singelis et al., 1995] measuring cultural values and "Social Appearance Anxiety" scale developed by [Hart, 2008] were used in the study.

Keywords: Post Modernism, Identity, Cultural Values, Social Appearance Anxiety, Consumption.

JEL Codes: M19

1. Introduction

In recent years, in the social sciences, the ideas of identity and character continue to be located at the center of the debate. Interdisciplinary science adopted an eclectic method and a postmodern trend, producing effects on self-concept and identity debate nowadays. These new sciences have not been affected by symbolic interactionism, which is the dominant theory found in sociology dealing with identity. "According to Lemert, symbolic interactionism has found an irrelevant place to postmodernism, as pragmatism. The reason for this may be sought in the approach of the symbolic interactionism to pragmatism, while postmodernism dissociates from pragmatism. However, due to the structural loyalty of symbolic interactionism to the real world, it seems to be a relative of postmodern theory" [Callero, 2003: 116]. Symbolic interactionists maintain that social order occurs as a result of meaning being attributed to objects, events, and actions. Therefore, this study used the symbolic interactionism to understand

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individual consumption orientation. Today, individualists gives a lot of meaning the clothes they wear and the products they use, and have the belief that their appearance provides them with more power which makes them feel safe. This may lead to an excessive social appearance anxiety. To manage this process, they tend to indulge in over-consumption, and this trend provides new tools to advertisers.

The main effort of this study was to make clear the extent to which the postmodern consumer, considering an individualistic value that places himself in a spotlight, is affected by the external reference and how this can lead to manifestations of social anxiety.

In the marketing field, concrete examples of this can be seen clearly in the new generation of advertisements. For example, a man using a roll-on deodorant belonging to an X mark can increase his attractiveness in the eyes of women, while a woman using toothpaste belonging to Y mark can become the focus of attention in a party. In this regard, brands present their products as a magical power making people more attractive and heroic.

2. The Interpretation of Identity

According to Rosenberg [1989], identity, as a common concept of psychology, sociology and psychoanalysis, is the sum of the thoughts and feelings associated with the identity. Identity is a main component of individual consciousness in psychology, it is a social product and social power in sociology, and it is a source of psychological stress and conflict in psychoanalysis. Watson's [1913] "Behavioral Paradigm" embodied the approach which see individual as an object observed in a laboratory and evaluate the findings with statistical tools, adopting deductive method in North American psychological approach.

Snygg's [1941] Alternative Phenomenology Paradigm focusing on investigating phenomenal and the perceptual world of individuals has been accepted in German-Speaking Countries. This paradigm gave birth to the thought of reality which is interpreted, perceived, organized by the internal frame of reference more than an external one.

Phenomenological paradigm in which identity is centered hasn't been a dominant paradigm because of irrelevant to experimental psychology. While identity is a social product, the concept identified by Phenomenological Paradigm could not find a place in sociology too. However identity mentioned in the main sociological paradigms and it occurred as a concept in 1902. Cooley's metaphor of the looking glass describes identity as a concept which is a product of social interaction. In other words, identity is a twin of society in this metaphor. A detailed definition of identity concept based on society was made in "Mind, Self and Society", Mead's lecture notes, published in 1943 [Rosenberg, 1989].

According to Mead, identity occurs in a series of cognitive events. When an action is taken against others, a set of reactions was born in the mind of the actor. These responses can be attributed to social identity (me) or common behavioral patterns. How other social agents' respond to past similar acts are learned by observing or the roles of social agents are adopted. In other words, social identity is constituted by keeping the responses of other actors to similar situation in mind. When a reaction against the responses of social identity (common behavioral patterns) occurs in the inner world of an individual, the individual will organize her/his actions. In this situation, "individual identity" (I) will emerge. Organizing social actions and the occurrence of internal dialog with identity are the result of learning social interaction patterns [Kashima et al., 2007].

Mead emphasizes that individuals began to perceive themselves in the eyes of others and internalize society as a whole [Rosenberg, 1989]. For that reason, Mead positioned in the interaction approach, maintaining that identity should be described in the definite context [Burrel and Morgen, 1979]. In postmodernism the contexts are so narrow. Because postmodernism isn't the pursuit of giving meaning to collective behaviour, this approach concentrates more on fragmented segments and group behaviour.

Each group requires different roles and when people are motivated to enter a new group with so little information, they prefer to reorganize their image which is way easier than changing their identity to comply with the group. They use clues like culture, clothes, speech patterns etc. These clues are found by giving meaning to the interactions of the members of the group and their roles in a symbolic interactionist account [Stryker, 2008: 22]. The easy way to switch the role of the same member of different groups is to change their appearance with the popular brands among the members of the group. This tendency or weakness is manipulated by marketing gurus.

Especially the impacts of postmodernism on marketing can be assessed under five headings [Firat, Venkatesh, 1993]:

1. Hyperreality;
2. Fragmentation;
3. Reversal of consumption and production;
4. Decentering of the subject; and
5. Paradoxical juxtapositions (of opposites)

This paper especially focus on social appearance anxiety as a result of fragmentation. Fragmentation indicates the existence of different consumer segments. These segments are so flexible to permit consumer to switch their role from one to another according to the groups which they are member of. Therefore marketing efforts focus on these roles and the questions like the following one; what are businesspeople supposed to consume? We can replicate these questions for a caring mother, efficient manager, and gourmet homemaker. Each one represents a different style, different image and personalities [Firat, Venkatesh; 1993:232].

3. Identity from the Perspective of Social Culture and Postmodernism

Postmodernist Foucault explain that the endless research made to quest for the fundamental truths of human existence has oriented the Europeans to explore the depth of life constructed by the great hidden forces of history. According to Foucault who is a critic of structural determinism, these hidden structural or historical forces give us reasons to tell compelling stories about our existence. At the same time, development historians have constructed a frame of identity by identifying concepts in that way. Also, development historians, against modern scientific studies that don't reveal any definite evidence when the human being history began, promise indefinite synthesis, predictions and forecasts. In that way, it built a privileged sanctuary for dominant consciousness [Brigg, 2009]. In the last decade, researchers aiming to make common estimations of individuals' behavior frequently use the social culture concept comprising

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history as well as dominant consciousness and common experiences.Culture means at the same time,motives,values,beliefs,identities,representations i.e. events and shared experiences that are passed from one generation to another. Operational definition of culture includes the concepts of common language, ideological belief systems (religious and political), ethnic heritage and history [House and Javidan, 2004: 15].

Culture manipulates our behaviour. Social culture is in the domain of social psychology. Cultural patterns which can be very different give us the opportunity to compare groups and nationals. We realize that we are different from other cultures when we encounter with the other ones [Triandis, 1994]. Hence, an individual's identity who grew up in a definite context can be different from others having different cultural values of the other contexts.

From the point of Mead's social identity concept, culture is a common feature of individuals who see themselves like the others attached to the same group. At this point, the question is supposed to arise in one's mind: by what factors are boundaries of a group's culture determined? According to Cornell and Hartmann [1998], some groups have power to determine their boundaries and therefore they can categorize themselves in the dominant system. The groups devoid of power to struggle with the dominant system try to conform to the system. The conformation efforts can't reflect real transformation toward the dominant system. The anti-essentialism approach integrated with post-modernism provides effective tools to manipulate the meanings in order to have power and to pretend to conform to the society. The approach describes a theoretical classification deprived of intrinsic meaning and a common denominator. In other words, the groups in the society are open to different perspectives and deprived of intrinsic meanings [Sementelli, 2009].

Social constructionism adopts cultural perspective to interpret collective behaviour. There isn't such a concern in post modernism and it focuses on solipsism, describing everyone as unique. But solipsism has a big problem, relativism. To address this problem of solipsism, social constructionist approach define the "metaphysical shell game" [Hansen, 2010]. In this century brand marks provide power and similarity to individuals in search of a sanctuary.

In light of the above discussion, the aim of the paper to fuse the cultural approach as a tool of symbolic interactionism and social constructionist concern and appearance anxiety as a child of postmodernist loneliness. As a result, this paper is based on the relationships between artificial similarity and individualism, emerging values of modern times, and in pursuit of the clues to prove this assumption.

4. Research Methodology

This study was based on the analysis of the data collected through two questionnaires given to 181 students studying at Hitit University. The INDCOL questionnaire [Singelis et al., 1995] was used to determine the cultural values of students in four dimensions; namely, vertical individualism-collectivism, and, horizontal individualism-collectivism. The validity of the questionnaire in Turkish was confirmed by Wasti and Erdil [2007] and replicated by Karababa [2010]. Vertical dimension, both for individualism and collectivism corresponds to tolerance for hierarchy, inequality, ranking according to privileges. In the horizontal dimension the sense of equality is dominated. The difference between individualist and collectivist individuals on vertical dimension is the importance given to in-group. Vertical collectivist individual devotes him/herself to in-group objectives and is competing against out-groups. While horizontal

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individualists see themselves equal with the others, they want to preserve their distinctive identity [Triandis, 1995]. The Social Appearance Anxiety was measured by using the Turkish version of Hart's [et al.] scale [2008] that has been validated by [Doğan, 2010]. The main hypothesis examined in the study is that there is a significant relationship between "Social Appearance Anxiety" and the dominant concern of individualism which emerged with post modernism.

5. The Analysis

First,were used as sample descriptive statistics on cultural values as well as some aspects of social anxiety. Then, to measure the scales' reliability, they were evaluated using the Cronbach alpha coefficients. This co-efficient is usually used in social sciences and in literature, with 0.70 and above being acceptable. For the sample which was studied, the value for both of the scales was about 0.90. Finally, both regression and correlation analysis were used to examine the effects of cultural values on social appearance anxiety.

6. Results

The results of the analysis are supported by literature. The relationship between the collectivist dimension and the social appearance anxiety is negative. In other words, the social appearance anxiety decreases for individuals with a more collectivist values. The findings also show that individuals with a greater vertical individualistic value are more malleable to have social appearance anxiety. Also, horizontal individualism, not including status difference and competition, has a negative relation with social appearance anxiety too. However, there is a positive relation between vertical individualism emphasizing competition and social appearance anxiety.

Table 1: Correlation Results

		social appearance	Horizontal Collectivism	Dikey Toplulukçuluk
social appearance anxiety	Pearson Correlation	1	-,213**	-,164*
	Sig. (2-tailed)		,004	,027
	N	181	181	181
Horizontal Collectivism	Pearson Correlation	-,213**	1	,691**
	Sig. (2-tailed)	,004		,000
	N	181	181	181
Vertical Collectivism	Pearson Correlation	-,164*	,691**	1
	Sig. (2-tailed)	,027	,000	
	N	181	181	181
Horizantal	Pearson Correlation	-,280**	,622**	,664**

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Individualism	Sig. (2-tailed)	,000	,000	,000
	N	181	181	181
Vertical Individualism	Pearson Correlation	,632**	,097	,172*
	Sig. (2-tailed)	,000	,195	,021
	N	181	181	181

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Source: Authors' Research

In a nutshell, by regression analysis, it is found that the social appearance anxiety is significantly influenced positively by vertical individualism. Therefore, individuals tend to have more anxiety when they are more vertically individualistic.

Table 2: ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40,638	1	40,638	143,969	,000[a]
	Residual	50,527	179	,282		
	Total	91,165	180			

a. Predictors: (Constant), dikeyBireycilik

b. Dependent Variable: sosyalGörünüşKaygısı

7. Conclusion

In our world, which is changing and developing faster every day, culture has a tendency to lean towards polymorphism rather than simplicity. In the process of modernization, it can be seen to have universal values with different local forces or cultural patterns coming together. This situation may cause an individual to reach a synthesis rather than choosing one for themselves. The emergence of different and

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hybrid cultures in the same context can be an indicator of that. On one hand, symbolic interactionism evolved approaching an interpretation which allowed to find its place in a postmodern world. Therefore, culture can be used as a medium to reach the meaning of our world. On the other hand, symbolic interactionism is not denying the collective identity, on a micro-level, which can suppress the diversity concerns of postmodernism. In the study, the use of two approaches combined in one unit can be more descriptive to help explaining identity. The goal of this study, in the modern world, shows that common features and certain variables shared by individuals, will shed light on both business and marketing policies. Indeed, the convergence of solipsism with postmodernism demonstrates that the main issue is the power. Using this motivation, we can see that individuals tend to indulge in over-consumption.

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Future Economy and Touristic Entrepreneurship

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Abstract. *Specialists claim that Eco-Bio-economy or social economy is the economy of future, in the service of human life by the rational use of environmental resources. The concept brings together in an integrated manner, according to the researchers, economy, ecology, biodiversity, biotechnologies and focuses on integrated sustainable development of the world. The new social economy, together with the corporate social responsibility joins a new multipolar world to a healthy environment by creative and innovative concepts that will ensure the sustainability of living in a sustainable manner. Doctors have added to this Eco-Bio-Economy concept a new one called One Health - a new integrated approach for human, animals and environment health state to that they should emphasize the importance of human behavior upon the planet biodiversity. Economer agents have mostly understood the importance of alarm signals drawn up by researchers on the destruction of the resources of the planet and adapted their business sites to the requirements of the green economy. A responsible business is also ecotourism that promotes a favourable travel for the surrounding environment. It requires accommodation on farms, in peasant houses, small rural hotels. The educational environment contributes to the trend planetary tourism, with the formation of new specialists with new knowledge, behaviors and consumers use formation of new characters, sensitive to environmental issues. This educational model is also promoted by Spiru Haret University, by creating the Master degree in tourism but also in environmental protection.*

Keywords: eco-bio-economy, one-health, ecotourism, organic products, education

JEL Codes: A13, I15, I25, M21, O11, Q57, Z32

1. Introduction

1. The article aims at the development of the Eco-Bio-Economy problems of ecotourism and adds the new global concept of One Health, which refers to the integrated approach of animals and environment health, so that to emphasize the importance brought by the human behavior responsible for the planetary biodiversity.

2. Eco-Bio-Economy problem represents the economy of future, the economy in the benefit of human beings, considering the dependence of nature, man and animals, according to the laws of Creation. This concept developed the idea of ecotourism.

3. This article contains three parts: in the first part I explained the concept of Eco-Bio-Economy and the possible implications on living. The second part shows the way to start from the necessity to reduce the

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quantities of wastes from the process of production, the manufacturing of some products and ecologic services that do not damage the environment becominga necessity to develop the companies for ecologic and bio-economy preoccupations including tourism. Here, we showed how the development of ecologic services market will lead to the ecologic infrastructure, which in its turn forms an ecologic industry, where ecotourism is included, passing graduallyto an increasing ecologic activity of the undertaken. The third part of the work is dedicated to the importance of education in producing changes inside of us but also around us, for coming back to nature, for the educational concerns for protecting, including the surrounding environment also including the ecologic tourism. In this trend Spiru Haret University is also integrated by creating Marketing and Touristic Management master degree and the one on the way of authorizing, Environment and Eco-Bio-Economy Management in One Healthcontext will form specialists, economists with solid knowledge in the field of tourism and environmental protection, those who will contribute to solve the problems of life pollution, rebuild the ecosystems altered by the anthropic impact and the most important thing is that they will become trainersfor new knowledge regarding nature and environment of Creation in general, subjected to aggression due to the modern lifestyle, especially directed to the irrational material consumption, contrary to the fundamental precepts of all religions of the world. The Earth is a gift of God that should be guarded and cultivated by a close connection between man and nature, for being inherited by future generations.

4. The basis of this article representedthe consultation and analysis of a large number of articles and books in Romanian and international specialized literature related to the topic of this article, with particular emphasis on issues such as:biotechnology, bio-economy, eco- economy, eco-bio-economy, ecotourism, environment and ecology, man and biosphere, sustainable development and diplomacy of bio-economy. The next paragraph is a brief review of the literature consulted.

The literature review on the subject matter related to it

There are currently a large number of scientific papers, articles, books, treatises, which analyze direct or indirect aspects such as bio-eco-economy, but also broader issues such as sustainable development, environmental protection, the relationship between man and the biosphere and environmental constraints and limited resources of an economy that often ignoring the limited capacity of the earth to bear an obvious over-exploitation of its resources. Eco-bio-economy can provide an answer to put into practice the concept of sustainable development and harmonize human activities with nature, including those that are closely related to food security, such as agriculture and agro-food economy as a whole. The National Strategy for Sustainable Development (SNDD 2013) with aspects related to its priorities of sustainable development aiming at the horizon of 2020 - 2030. In terms of the relationship economy - environment, the relationship of subordination must be from medium to economic and not vice versa (Brown 2001). If mankind hitherto considered that environment is a subfield of economics, natural resources being inexhaustible, Lester Brown shows that in realityeconomics must be a subdomain of the surroundings, environment where unfortunately natural resources are not inexhaustible. It is considered that the ideas in this paper must move to the forefront of global debates agenda.

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A careful analysis of management organizations dealing with environmental protection and environmental policies and the importance of promoting a savings approach and concepts of activities in harmony with the environment is developed (Jelev, Brejea 2006). Academician Bogdan Alexandru promotes the concept of Eco-Bio-Economy in an original relationship with diplomacy (Bogdan Comsa 2011). Rabindranath Tagore wonderfully examines the concept of nature in the light of European and Oriental philosophies (Tagore 1922). James Lovelock takes a new look on life on Earth, emphasizing the idea that life and the Earthrepresentsa single being (Lovelock 1979). Air, water, oceans, ensure the existence of life on Earth in a complex, interrelated and interdependent, fragile and exposed exhaustion in the context of economic development chaotic, unsustainable, based on overuse of natural resources. This is why eco Bio-economy is an approach and economic concept that can turn a chaotic development without concern for the environment, the sustainable one, thus giving to future generations a chance. The ecotourism arisen from the need to protect nature and the cultural traditions of nations, the increase of the level of education and awareness of tourists is necessary as a planet trend that brings substantial revenue to protect national parks and other protected areas but also the populations with income generating activities.

The article subject matter.

2. Introductory Ideas about Eco-Bio-Economy

Contributions to Nature and the collective mind is a whole of the living planet. If we are similar in shape, then we can say that we are part of the same family that includes mountains, seas, forests, birds and animals, stars and planets. Therefore, nature should be seen as our relative. All of us consist of the same material and the same spiritual essence and obey the same planet peace. We ought to keep the Creation that sustains our lives and abandons the irresponsible consumption the planet resources.

Consequently, researchers have developed the concept of Eco-Bio-Economy from the desire to live in harmony with our family, Nature.

Lester Brown is one of the pioneers of the environmental sustainable development concept and developed the concept of Eco-Economy namely that the green economy that emphasized the importance of ecology and environment protection, in the sustainable development of mankind [Brown, 2001]. The specialist states that the world economy cannot develop without considering the planet's ecological deficits, when we speak about our present and future. 40 years before the American scientist developed the concept of Eco-Economy, there was the Romanian scholar Nicholas Georgescu-Roegen, who launched the concept of Bio-Economy. In this concept the part of man in anthropogenic ecosystems is brought into questions. The author shows that where excessive consumption of raw materials planetary reserves are destabilized and endanger the future of the following generations [Bogdan, 2011].

The scientist sounded the alarm on the contradiction between the economic and unlimited growth and versus losses of planetary resources loss in the end. The proposed solution is in line with the economic decline physical law of entropy, needs to rebalance economic development by a comprehensive policy that respects the principles of biology.

The economy concept has evolved more than this, so that in the recent years the concept of Eco-Bio-Economy has emerged by joining two visions. Academician Alexander Bogdan defines the new concept in the book, Eco-Bio-diplomacy:

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Eco-Bio-Economy is an economy of future in the service of human life by the rational use of environmental resources [Jelev, 2016d].

It promotes the sustainable development of mankind in all its forms by an economy sensitive to the needs of rational consumption of the planetary resources. This is a multipolar concept that promotes green nutrition and the integrated smart sustainable development of future.

Thus, we are witnessing today intelligent planetary tendency for a new consumer's behavior: we are more careful about what we eat and feed our food should be bio, what clothes we wear, the percentage of natural fibres should dominate material composition, the house we live, where the bulbs are ecologic and we should be careful with the unnecessary energy consumption. It is clear that we become the most responsible with our resources.

This new concept brings together in an integrator format economy, ecology, and biodiversity.

Here it was no longer to appear the Eco-Bio-Social Economy term, which leads directly to the above mentioned fields interwoven with socio-economic side of life, human resources and communities. These things cannot be achieved without a political decision that should be eco-bio-politics.

The new social economy must develop a new kind of entrepreneurship, where the economic actors should work in all sectors of society, changing attitudes and the consumer's behavior and utilization.

We are talking about the economy based on the contemporary biological revolution so that we can even call the Bio-Teconomia. This refers to all economic activities derived from scientific and research work focused on biotechnology. In other words, it is based on understanding mechanisms and processes at the genetic and molecular processes and their application in industrial or geographical landscape. Industries of agriculture, the chemical ones or energy, health are examples that could benefit from developments Eco-Bio-Economy applied [Jelev, 2016d].

In the national Eco-Bio-Economy plans we should discuss the measures and strategies to stimulate the research and development of crop production and agro-livestock, bio fuels and manufacturing processes of biological and medical treatments to replace traditional methods consumers of large natural resources.

In agriculture, in the context of the new economy, they must talk about permaculture, namely the nature based system that mimics the structural and functional ecosystem on natural cycles [Jelev, 2012]. We mention a permanent agriculture incorporating operational design, for example, the creation of terraces, raised layers. Water gardens, ponds, humus storage ditches storage the growth of aquatic plants, livestock breeding, fruit cultivation, the maintenance of Alpine pastures and cultivation of alpine and medicinal plants. In the forestry agriculture fruit trees and shrubs are integrated into the classic agriculture. Complementary tourism which is the type cross is not excluded either [Jelev, 2016d].

As conceptual derivatives, the Eco-Bio-management appears, i.e. green management, sustainable and innovative Eco-Bio-Business or Eco-Bio-Green-Business, for the user's satisfaction in the context of Eco-Bio-Economy, which promotes Green power Intelligent Integrated Agricultural and Sustainable Development (Smart Integrated Sustainable Development) of future.

3. Eco-tourism Entrepreneurship

Unprecedented scale of the economic activity of people is one of the main causes of pollution which generally threaten the environment and life. At present, only 2-5% of the amount of primary materials is transformed into end products, the remaining ones 95-98% are transformed into waste. In today's society, people are mainly concerned with the results and less production of waste remaining after this production [Jelev 2006].

Starting with the need to reduce the amount of waste from the manufacturing process, manufacturing of products and provision of environmental services, which do not harm the environment, it becomes necessary for to develop companies with environmental concerns and bio-economy.

The eco-entrepreneurships is an activity of goods production and sale, works and provision of services for preventing damage to the environment and human health.

The first eco-entrepreneurship appeared in Central and Western Europe, where they formed the system of organic production principles and mechanisms able to address the overall environmental and economic issues. The department of technology, industrialization and economy in the UN Environmental Programmer (UNEP) has developed the strategy of organic production in 1989 and also adopted the Universal Declaration of Human Rights and the Environment [Jelev 2016c].

With increasing material welfare of the population, consumers demand for healthy food, green houses, with low energy appliances increase being more environmentally friendly and healthier for the body, holidays spent in fresh air and a healthy environment.

Thus, companies operating in tourism responded with increased interest of tourists for tours themed knowledge of nature and its protection, developing the concept of ecotourism also outlining and a new ethic of tourism aimed at transforming them into supporters of environmental preservation including natural and cultural environment.

Therefore there appeared bodies dealing with the extension of this concept among the communities. The most important structure is the International Ecotourism Society (TIES), set up in 1990 that aims to assist as many professional associations that make ecotourism a conservation and sustainable development. The non-profit association Ecotourism in Australia (EA) appeared in Australia in 1991, with the overall objective of being leaders in assisting ecotourism activities to become sustainable, economically viable and socially and culturally responsible. EA includes accommodation management companies, tour operators, travel agents, managers of protected areas, students and teachers, consultants, regional and local associations, the common goal is to develop the ecotourism industry. In 1998, the Japan Ecotourism Society - (JES), was set up in Japan with the vision that ecotourism is seen as an activity that requires a broader vision and practices a deeper understanding [Jelev 2016c].

Concerns are recorded in the area of ecotourism and also at the World Tourism Organization (WTO), the largest organization of travel. Implications for global ecotourism activity are also recorded by the United Nations by the United Nations Environment Programmer (UNEP).

The declaration by the United Nations of 2002 as the International Year of Ecotourism certified on one hand the scale of the ecotourism phenomenon acquired in recent years, and on the other hand emphasizes the concerns on the global understanding and adoption by all Member a position pro ecotourism .The most

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important action linked to the International Year of Ecotourism World Ecotourism Summit was held in the Canadian city of Quebec 19-22 May 2002 in support of local Tourism Office and the Canadian Tourism Commission, under the aegis of the World Tourism Organization (WTO) and the Union for Nations Environment Programmer (UNEP)

[https://ro.wikipedia.org/wiki/Ecoturism#Anul_2002_.E2.80.93_Anul_Interna.C8.9Bional_al_Ecoturismului]

In Romania, the National Institute for Research and Development in Tourism, INCDT, the National Strategy for Ecotourism Development was elaborated seeking a national and international eco-touristic experience, in the first phase, following the strategic plan of ecotourism, followed by the strategy achievement, implementation and monitoring actions in the second phase. Based on the consultations with policy makers in the field and after the SWOT analysis there were outlined some priorities in the development of Romanian tourism, underlying the action plan. These are:

-institutional and associative frame;

-infrastructure tourism and land management;

-education and awareness;

-development of human resources;

-development of affairs and local development;

-conservation and nature protection;

-Marketing and promotion.

As an organization in the country, the Association of Ecotourism in Romania (AER) functions by a partnership with tourism associations, NGOs and local development nature conservation, nature conservation projects and travel agencies. The innovative concept promoted by AER is to bring together public and private sectors into a partnership for nature conservation and sustainable tourism development [http://www.eco-romania.ro/ro/asociatia/despre-aer].

In Romania we have gone from promoting ecotourism, isolated products, made by parks administration or tour operators specialized in the development of the ecotourism destinations where to be offered an Eco touristic integrated product, born of the partnerships made by stakeholders (park administration, local government, local communities, private investors) and promoted both by associations of local ecotourism development efforts and central public administration contribution.

As a rule, these destinations could be developed on the skeleton of natural or national parks and biosphere reserves but ecotourism destinations can be created in other natural areas where the traditional lifestyle was kept unaltered (e.g. Natura 2000 sites).

The Yosemite National Park, the Natural Geopark Haţeg, the Danube Delta Biosphere Reserve, the Apuseni Natural Park, The Rodna Mountains National Park, the Maramures Mountains Natural Park, the Călimani National Park or the Macin Mountains National Park are just some of the possible ecotourism destinations.

In addition to the ecotourism where parks play a secondary role (e.g. Bucegi Natural Park, Domogled - VAL Cerna), they can complement the established forms of tourism (mountain tourism, spa). In this sense, the question of providing new opportunities for leisure for these categories of tourists, increasing thereby leverage tourism infrastructure and provide a viable alternative for local sustainable development [http://www.mdrl.ro/_document/tourism/studii_strategii/ecoturism_faza2.pdf].

4. The role of school at present: the formation of new consumer's conduct and utilization, character formation, the transfer secured by experience

Due to the importance given to this topic in the world, Spiru Haret University is implementing a master's degree in tourism, entitled Marketing and Tourism Management but also to be accredited, a Master Program Management and Eco-Bio-Economy in the context One Health. It will take place in the Faculty of Economic Sciences and will aim to form economists with a broad vision on economic development and sustainable development of the country, taking into account the implications on environment, health living.

With the mission of education and scientific research undertaken by its goals, master programs fall into coordinates overall mission Spiru Haret University and the department organizer, namely the Faculty of Economics, training of future specialists, scroll continuing education programs and research in tourism and economically.

Future specialists, economists with deep knowledge in the field of tourism and environmental protection, ethics environment, will help solve the problems of pollution life, restore ecosystems damaged by human impact and more important, they will become trainers of new consciousness on nature and environment. Creation is generally subjected to aggression because of modern lifestyle, preference for material consumption, contrary to the fundamental precepts of all world religions [R. Tagore in 1922]. The earth is a gift from God to be cherished and cultivated, by a close link between man and nature, to be bequeathed to future generations.

Conclusion

Each work presents the new Eco-bio-economy and One Health concepts, the last one representing a unitary approach of the surrounding environment and health problems in a unitary concept: man, animal and environment. It is pointed out the interdependence between the environment factors and health, emphasizing the importance of eco-bio-economy for passing across from a sustainable development concordant with the environment and social problems.

Specialists affirm that Eco-Bio-Economy is the economy of future for the benefit of people's life by the national utilization of the environment resources.

In the opinion of researchers the concept in an integrant form reunites economy, ecology, biodiversity, biotechnologies. The new social economy together with the corporatist social responsibility joins into a multipolar new world for a healthy environment by Creative and innovating concepts that will ensure the sustainability of living in a sustainable way. As we showed above, doctors added to this Eco-Bio-Economy concept a new one. It is about the integrating approach of man and animals' health state and environment.

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So that it should emphasize the importance brought to the human behaviour responsible for the biodiversity of the planet.

Most of the economic agents have understood the importance of alarm signals shown by researches regarding the destruction of the resources of the planet and adapted business to the requirements of the green economy.

Consequently, in tourism the ecotourism idea appeared desiring to focalise itself.

In order to obtain economic profits on long terms on condition to maintain the ecologic balance, the economic development must agree with the host populations necessities and aspirations for ensuring a decrease of the negative impact upon local visited community and contribute to the preservation of culture and local traditions and of course to contribute in a positive way at the protection of the national areas.

The involvement of these new approaches, but especially taking into consideration the entire eco-bio-economy and health idea in "One Health" concept is multiple supposing deep concept transformations is thinking and approaching all human activities, with benefic effects over the surrounding environment and planet's health considered in the biosphere ensemble and of all living creatures, including man. .

Education must contribute to the new planetary trend by forming new knowledge and conception and utilization behavior, new characters sensitive to the problems of the surrounding environmental that supports life.

Spiru Haret University brings a substantial contribution in forming specialists in tourism and Eco-Bio-Economy by two master degree courses: Marketing and Tourism Management and Environmental Management and Eco-Bio- Economics in One Health context. The necessity to form new graduates in the field of tourism and environment management and eco-bio-economy, referring that the health of Earth biodiversity resulted after to studies carried out by our group on the evolution offer and demand in the work market of Romania as well as the demand of labor force in our country and the European space.

The deep connection among nature, its protection, religion, human and animal health, but also education should become a study subject at all educational levels. Only in this way we will transform ourselves into real lovers and defenders of the surrounding environment and nature, who recognizes in it the supreme harmony to ennoble our life [Tagore 1922].

We have single chance to get out of the crisis the whole mankind is involved: to choose a real spiritual rebirth. In other words, to live in harmony with God, with us ourselves with our fellow creatures and with nature. Not accidentally Jesus said: "I am the Way, Truth and Life". We were shown the truth, the way and now it's our turn to answer at this calling.

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Premises for Adapting Curriculum and Educational Package to Labor Market Requirements

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Abstract. *Human resource is the most important and valuable asset for a company and investing in training and education should be a priority for organizations and universities. As the investments to bring benefits for economy, the communication and collaboration between organizations (market) and universities (school) must be very close. As a consequence, the aim of the paper was to identify the necessary measures to improve the existing university curriculum by linking it with the labor market requirements. In this regard it was implemented a market research within "Adapt2jobs" POSDRU project, in 2 steps: a survey for organizations and a survey for students. The article presents the results of a quantitative analysis regarding the market demand, the requirements of organizations for employees.*

Keywords: market research, market requirements on human resources, university curriculum

JEL Codes: I23, I29

1. Literature Review:

Romania is facing a long-term crisis of employment (decreased with almost 2.2 million people), due to the economic decline and unsustainable economic growth. The employees experience a lack of labour safety. The labour market is faced with rigidities and bottlenecks determined by demographic, educational, professional and social factors. The salary, the main tool of balancing the labor market, has largely lost its economic functions, turning into means of social protection [Nen, 2015].

The current economic context brings new challenges regarding changing organizational paradigms (from mass production to diverse and customized production), market paradigm (the online market extends faster and faster, increasing the competition, the market becoming global) and work paradigm (innovative, diverse and flexible working methods and skills, flexible working hours, changing the work place in time, working online) [Achim, 2015].

The work paradigm is well described by a quantitative research focused on the impact of organizational climate on employees work style in Romanian public sector. The study reveals the organizational support and training is an incentive and encouraging frame for creative attitudes in the workplace. Efficient management has a positive impact on employees' work style. Furthermore while

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struggling with the large number of tasks to be met, the employees cannot successfully practice and develop their management skills. The level of positive motivation in the organizational climate makes the employees to be more involved in their wok activity. The study emphasizes the importance of long-term positive interpersonal relationships in the workspace [Niculita, 2015].

The dictum TIME IS MONEY (characteristic of capitalist society) and KWOLEDGE IS POWER (characteristic of informational society) is replaced by INNOVATION IS THE PRESENT AND THE FUTURE as a characteristic of green sustainable society.

New economy in all its manifestations, changes the requirements regarding knowledge acquired because 80% exiting technology will be replaced in the next decade and the average life skills of an employee is 3-5 years [Troia, 2011].

The literature review underline that continuous training of employee is essential, because there is a gap between knowledge acquired in schools and the skills, professional aptitudes and knowledge requested by employers. One reason of this gap is the trend of evolution of some type of activities, such as IT, accountability, online-marketing (3-6 mounts) and the impossibility of university to keep up with this trend. The article's scope is to find out a solution for this problem.

As the demand for labour is restricted, the pressure increases on the educational system in general, and on higher education, in particular [Nen, 2015].

Most of universities try to cope with this gap and pressure accessing European funs in order to increase investments on education and to adapt to market. Thus Da Vinci programs enhanced skills and competences of students and facilitated their integration into the labour market, Erasmus Programmes assumed mobility activities of students and teachers, improving the transparency and recognition of qualifications and Grundtvig facilitated transnational cooperation and collaboration between the various bodies which promote adult education.

In this context the public expenditure on education as a percentage of GDP is presented in figure 1. It is easy to observe that Malta, Portugal, Switzerland and northern countries, such as Denmark, Finland, Sweden spend almost double then the sum spent by Romania and Germany. They are followed by Cyprus, UK, Hungary and Norway. The expenditure with education is reflected in a higher standard of living, as observed in northern countries.

The participation rate in education and training (last 4 weeks) by sex and age (25 to 64 years) is also two times higher in Nordic countries in comparison with European Union 28 media, ever 3 times higher in Denmark, Sweden, Switzerland (Fig.2). This rate is the smallest for Romania; it is five times smaller than the EU average. It reflects a very low living standard, too expensive studies and most of all the lack of good models and low level of awareness regarding the real value of knowledge. An interesting situation is happening in Portugal, where government expenditure in education is very high, but the participation rate in education is lower than the EU average. It is probably a low degree of awareness regarding these investments and the education facilities.

The literature review emphasizes the importance of lifelong learning programs, respecting recommendations 93/404/EEC [Dumitrescu, 2015]. The organizations are not prepared to invest in staff training.

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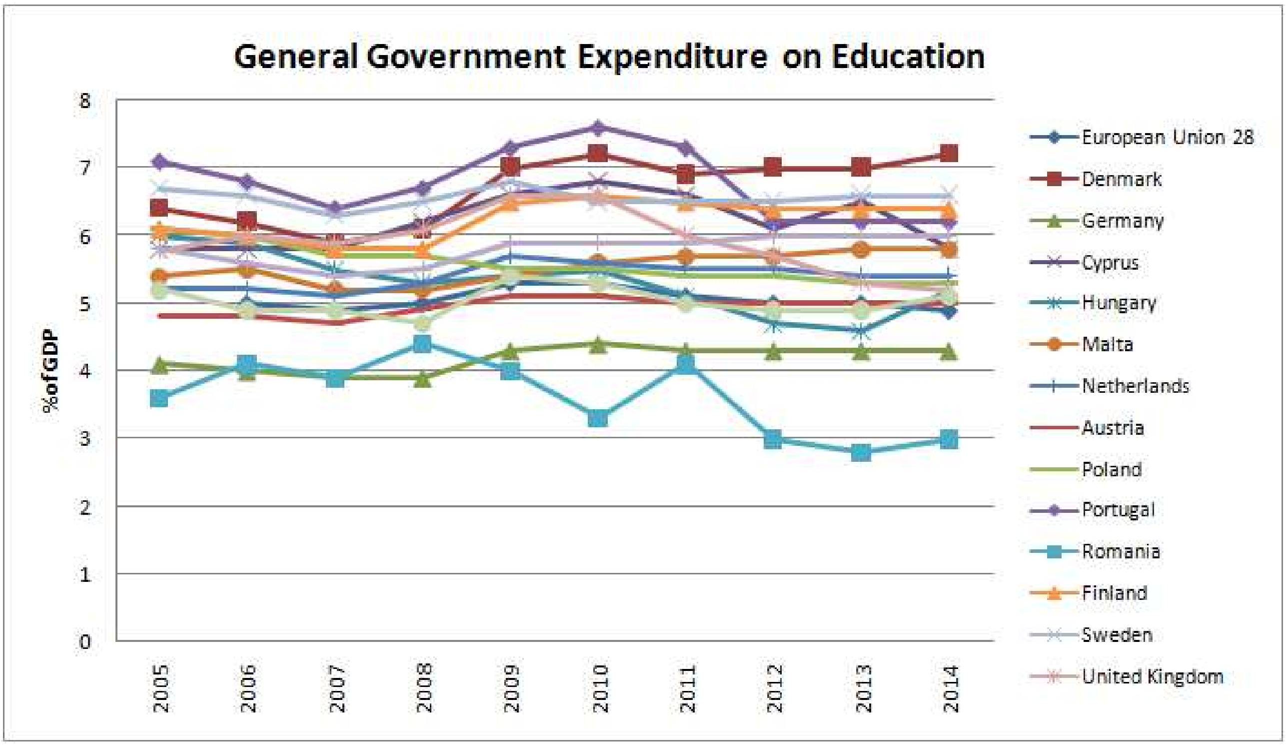

Fig.1: General Government Expenditure on Education, total (%GDP) Source: Eurostat, own prelucration

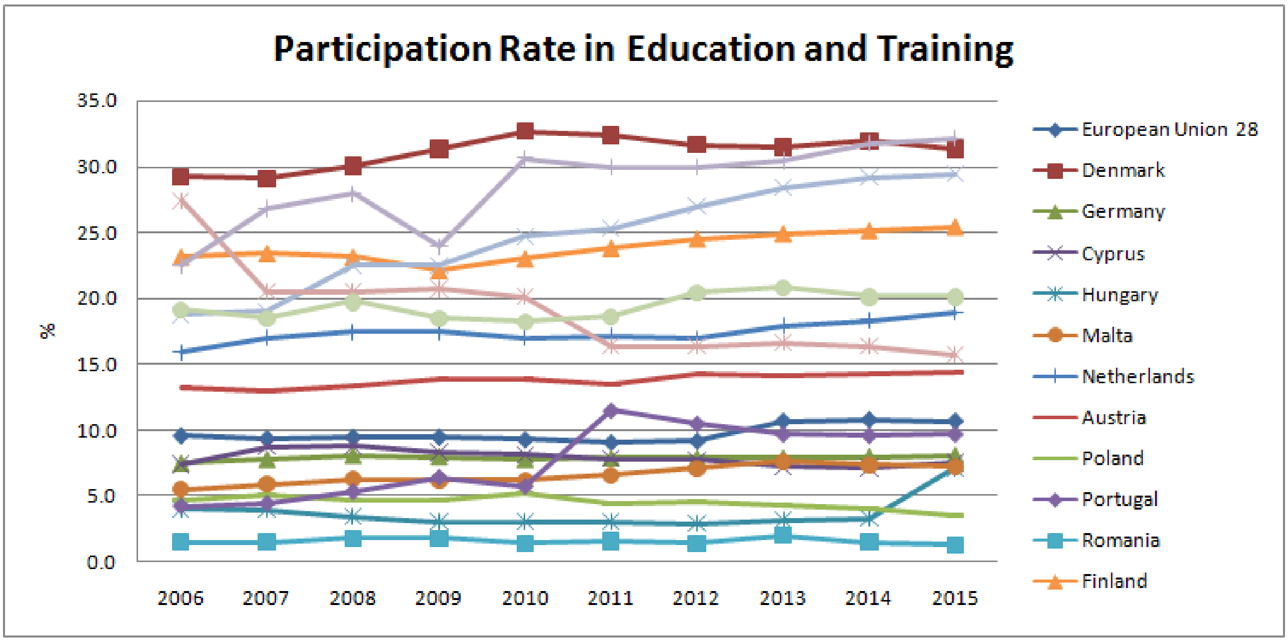

Fig.2: The Participation Rate in Education and Training rises, Source: Eurostat, own prelucration

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2. Research Methodology

Within the project was initiated a cross-examination based on a questionnaire survey among both employers in the first stage and among students, in the second stage. We have chosen the questionnaire because it is "a scientific method of investigation, often the only available, of the social life subjective universe - opinions, attitudes, beliefs, knowledge, interests, etc. in a individually and collectively manner "[Zamfir, Vlăsceanu, 1993]. The results that we have obtained from the processing of information collected via questionnaire are essential for adapting curriculum and educational package to labor market requirements.

During the study were applied 20 questionnaires to employers from different fields of activity, most of it being privately owned (approx. 80%). Most of them are SMEs. The questionnaire has 4 sections: organization profile, staff recruitment, professional skills and performances and the characteristics of the desirable employee.

The results of the questionnaire for employers

2.1. Section A. Organization Profile

Employers who participated in the survey work in areas such as Financial intermediation, Insurance and pension funding, Legal, accounting and auditing, tax consulting, Real Estate, Research and Development, Transport, Hotels and restaurants. 83.3% of investigated organizations are privately owned and 16.7% in public ownership.

In terms of organization size, most are micro-enterprises that have less than 10 employees (33.3%), and small size enterprises (with between 10 and 49 employees -27.8%) and average 50-249 (27.8%) and the fewest are large enterprises with 250 employees or more (11.1%).

An important element is the age of the organization. It had been chosen enterprises that proved experience on the market. 38.9% of organizations included in the survey are older than 10 years, 33.3% have between 5 and 10 years of experience and 27.8% operating in the market have less than five years.

2.2. Section B. Staff Recruitment

A proportion of 16.7% of employers stated that they had vacancies for seeking employees for more than three months.

When asked about any difficulties encountered in the recruitment of university graduates in the field of Economics, only 5.6% of employers say that they are encountering such difficulties.

Among the methods utilized mainly for recruitment, employers have identified the following: the use of its database (60%) through portals work online (55%), recommendations acquaintances (45%) by the NEA (40%), ads newspapers (40%), attending job fairs (35%). Recruitment methods less used were: collaboration with public and private universities (15%) or through private placement agencies (10%).

Most of employers offer good working conditions to entice graduates to engage, (60%) or the possibility of promoting (60%). They also offer the opportunity to participate in ambitious projects (50%). 45% of employers consider that the existence of the organization concern regarding the culture of excellence is able to stimulate young graduates to engage. Fewer employers offer a great salary (35%) or a flexible work schedule (30%).

All employers have hired investigated in the past five years economic science graduates.

2.3. Section C. Professional Skills and Performances

The questions in this section focused on the ability of education to support the development of academic skills and competences needed by graduates of the economic sciences.

The employers were asked to what extent are satisfied with the training of university graduates economic sciences. 56.3% of employers say they are largely satisfied and 43.8% are neither satisfied nor dissatisfied.

Regarding the correlation between the knowledge and skills acquired by graduates of economic sciences and job requirements, only 43.8% of employers believe that they largely correspond. The other employers say that the skills and knowledge gained are in accordance with job requirements only in small or very small amount (18.8%) or so and so (37.5%). Recorded average score is 3.19.

If in terms of theoretical knowledge acquired by graduate employers were largely satisfied to 43.8%, things are totally different when it comes to practical knowledge where the figure is only 6.3%. So a big minus the Romanian university system is that it puts a heavy emphasis on theoretical knowledge while practical training is neglected.

37.5% of respondents admitted that university graduates in the country are only slightly able to adapt quickly to changes in the field for which they had been trained, while 18.8% of employers believe that graduates will face largely.

The percentage of those who say that university graduates are able only to a limited extent to use the acquired knowledge for faster adaptation to job requirements is 25%, while the proportion of those of the opposite view is 18.8%.

Regarding the skills that university graduates own when hiring their average scores were recorded in the table 1 (where 1 - very poor, 5 - very good).

Thus, university graduates are the highest rated in terms of the ability to use the computer and surf the internet (average score 4.50) and the ability to inform and communicate in foreign languages (3.50), and ranked poorly in terms of ability to coordinate activities (2.75) or working under stress (2.75).

An overwhelming proportion of employers (81.3%) state that their employees graduate of economic sciences requires the development of skills through further training. However only 25% of respondents said that the organization had funded in the past two years additional training activities for their employees, in order to better adapt to the demands of the workplace.

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Table 1: The skills that university graduates own

No	Type of proficiency	Average score
1	ability to use the computer and surf the internet	4,50
2	ability to inform and communicate in foreign languages	3,50
3	social skills and the ability to build a professional networking	3,44
4	analysis and synthesis capacity	3,38
5	ability to assume responsibilities	3,25
6	oral and written communication skills	3,25
7	teamwork ability	3,25
8	ability to quickly assimilate new knowledge	3,25
9	Spirit of initiative	3,19
10	creativity and ability to solve problems	3,06
11	ability to express and argue their opinions	3,00
12	negotiating skills	3,00
13	ability to effectively manage time and resources	3,00
14	ability to coordinate activities	2,75
15	ability to work under stress	2,75

2.4. Section D. Characteristics of the desirable employee

This section had the aim to identify the desirable characteristics of employee by the employer. The features list was designed in accordance with recruiters' presentations and brainstorming session about the ideal candidate. The brainstorming session took place at the Conference of Adapt2jobs Project launching, from 26 to 17 June 2014. Employers were asked to list and prioritize the five main transversal competences and five specific skills of economic sciences graduates should possess in order to succeed in the organization they represent.

Transversal skills which most employers as the most important were: the ability of teamwork (12 responses), communication skills oral and written (9 responses), the ability to assume responsibilities (6 responses), capacity to expose and argue opinions (5 responses), spirit of initiative (4 responses), the ability to inform and communicate in foreign languages (4 responses), the ability to use the computer and surf the internet (3 answers), creativity and ability to solve problems (3 replies) negotiating skills (3 replies) skills, socialization and building a professional networking (2 answers) and the ability to quickly assimilate new knowledge (2 responses) .

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In the same time specific skills which most employers states to be the most important were: the execution of professional tasks in complex conditions of autonomy and professional independence (13 responses), decisions according to values and ethical principles (13 responses) and taking role (eg. in a team) to run activities (11 responses).

Most employers find that most of their employees should have higher education (64.3%).

In the process of graduates recruitment, the employers interviewed consider that the most important aspects are the qualifications of the candidate (65% of respondents said so), a very good academic background (55%), work experience (50%), reputation of the institution graduated (40%), and the age (35%). The employers considered less important 2 features: specializations in the field (10%) and participation in volunteering (10%).

3. Conclusions

Thus we conclude that:

• knowledge and skills acquired by graduates of economic sciences in many cases do not match the job requirements;

• vast majority of employers believe that graduates do not possess sufficient practical knowledge and that's a big minus is that the Romanian university system places a heavy emphasis on theoretical knowledge while practical training is neglected;

• a high proportion of employers opinion that university graduates in the country are only slightly able to adapt quickly to changes in the field graduated;

• university graduates are the highest rated in terms of the ability to use the computer and surf the internet and the ability to inform and communicate in foreign languages, while being the underdog in terms of capacity to coordinate activities or to work under pressure;

• overwhelming proportion of employers believe that their employees graduate field of economic sciences requires skills development through additional training, however only a quarter of the organizations financed in the past two years activities additional training for employees to better adapt to the demands of the employers;

• transversal skills which most employers as the most important employee desirable were: the ability of teamwork, communication skills oral and written, ability to take responsibility, and the ability to express and argue their views;

• specific skills which most employers consider that are the most important were: the execution of professional tasks in complex conditions of autonomy and professional independence, making decisions according to values and ethical principles and assumption of roles within a team to conduct activities .

These are issues which will have to take into account when we plan review of the educational package for economic sciences.

4. Further research

In a future article the author will be able to present the economic studies graduates opinion. They expressed their opinion within a survey.

5. Acknowledgements

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New Public Diplomacy and its Effects on International Level

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Abstract.*The purpose of this article is to make known the new type of public diplomacy and the effects it may have on international scene. The objectives of our article refer to the context of change, the role of the media in public diplomacy, new approaches and elements of public diplomacy, current diplomacy in scientific and technical way and the use of scientific cooperation to improve bilateral relations between countries.*

Keywords: public diplomacy, contemporary diplomacy, soft power, public policy, intergovernmental relations, advocacy

JEL Codes: K2

1. Introduction

In this article we want to cover issues of public diplomacy through the effects that it spreads internationally. This issue we consider to be of public interest because in recent years a number of changes in the international environment have increased in importance, as the public relations of the foreign ministries, as well as public diplomacy. The contemporary diplomacy is related to the concepts of globalization and the information age [http://publicdiplomacy.org/ http://uscpublicdiplomacy.org/]. In this paper we intend to answer that question by following approaches.

First of all, globalization has led to the increased possibility of citizens to access and disseminate information. News cycles have begun to have a duration of 24 hours and the information intended for domestic public began to be mixed with the information intended for foreign audience and vice versa, often no longer distinguish the difference. The Internet has allowed people permanent access to stored information, transmitting this information and even manipulated at will. This leads to widening the target audience of any exercise of public diplomacy at a scale never before seen, resulting in a much larger distance between transmitter and receiver [Guceac, Porcescu: 2010].

Secondly audience around the world is faced with the opportunity to explore and engage in support of positions in a variety of problems due to the explosion in information technology and communications infrastructure, and this creates the possibility of widely citizen activism . Items pertaining to the domestic policy of a state, such as environmental issues, humanitarian, health problems, get to keep foreign policy, while becoming key issues of global security. [Zorzoliu R., Gurgu E: 2015].

Thirdly, the late 80s and early 90s have seen the disappearance of many totalitarian states and the emergence of democratic policy (phenomenon continued today by the Arab Spring), especially in Central

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and Eastern Europe, which have caused Francis Fukuyama to declare the "end of history" as time winner of the universal values of liberal democracies.

However, the emergence of a large number of democratic states, along with the Cold War meant a significant increase in global public opinion. In a great extent , the increasingly larger policy choices of states are derived from the ideas and opinions of its citizens, including in foreign policy. This way, it becomes logical the need to grow increasingly the influence of public opinion, related to an actor on the international stage for the leaders of the state that receives communication to become more benevolent, more responsive, more acceptable, compared to the foreign policies of the state transmitter. Also, the nature of imperfect democracies newly established over a large proportion of the world population, coupled with unprecedented access to information, including on the activities of their own government have led to a reduction in the confidence of the population from governments or from the transmitter on official positions, reducing their reliability, which is essential especially for developing successful public diplomacy activities. Thus, in literature, appears the prevalence concept of "new public diplomacy".

2. Literature References

The term of *public diplomacy* was first introduced in academia in 1965 by researcher and career diplomat Edmund Guillon, which will establish the Center for Public Diplomacy at the University Edward R. Murrow Tufts. This term was first described in the information material of the Center as "influence public attitudes in the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy ... [including] the formation of governments, of public opinion in other countries; interaction between private interest groups from different countries; inform the population on international affairs and their influence on domestic policy; communication between those whose function is communication even, as well as diplomats and foreign journalists; (And) the process of intercultural communication."[Dizard Jr. Wilson: 2001]

This term was taken shortly by USIA (United States Information Agency) that handled between 1953 and 1999 the dissemination of information and broadcast media official of the United States of America, taking over the role that Voice of America had since the time of the Second World War. Because their activities were defined in public opinion basically as propaganda, term that had acquired negative connotations, USIA accepted the term of "public diplomacy" as descriptor of his official activity. The US State Department defines public diplomacy as US government-funded programs, designed to inform or influence public opinion abroad [Charles Wolf, Jr., Brian Rosen: 2004].

Hans Tuch defined *public diplomacy* as represented by "official government efforts to train abroad communication environment in which US foreign policy is conducted to reduce the degree to which misconceptions and errors of perception complicate relations between the U.S. and other nations."[Hans Tuch: 2010]. Objectives and national interests are disclosed to a foreign public through a variety of means, including international programs, cultivating journalists and foreign academics, cultural activities, educational visits and scheduled conferences and publications.

Griffin Malone expanded its definition including the need to understand others as fundamental to the success of public diplomacy. He said: "If we want to have success in our efforts to create understanding for our society and for our policies we must first understand leitmotifs, culture, history and psychology of peoples with whom we want to communicate, and certainly their language."

Public diplomacy, as perceived traditionally, includes:

• governmental support programs in the cultural, educational and informational parts,

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• exchanges of citizens,
• programs oriented to informing and influencing foreign audiences.

From the report on US Public Diplomacy we conclude that this is an open exchange of ideas and information, is an inherent characteristic of democratic societies. Its mission is essential to global and foreign policy and is indispensable for the interests of [national] ideals and leadership in the world "[Commission's Report on Public Diplomacy: 1991]

US Congressman Henry Hyde believes that "the role set for our diplomacy public [is] to recruit people of the world in a common cause and to convince them that the objectives towards which tend themselves - freedom, security and prosperity - are the same ones United States tend to promote abroad "[Joseph S. Nye: 2005].

3. The Changing Context - New Public Diplomacy

The literature speaks in recent years about the *new public diplomacy*. Although this term is compatible with previous definitions of public diplomacy, still attract attention to some changes in approach.

A first change is that a growing number of international actors are non-traditional, or NGOs. Information transmission mechanisms have changed in recent years, going to the dissemination of information in real time, mainly due to Internet. The emergence of these new technologies have led to a differentiation increasingly smaller spheres between domestic and international news. Instead of the traditional concepts of propaganda, public diplomacy is used increasingly more concepts derived from marketing such as countrybranding, locationbranding, and concepts of the theory of the communication network, such as occurs a new terminology of public diplomacy, one in which the focus is not about prestige and international image, but on the branding and soft power.

The new public diplomacy is a chuck to the approach of actor- people starting to fall emphasis on people-people communication, international communication in which the actor has the role of facilitator. In this model, the former focusing on communication vertically from top to bottom, is eclipsed and the main task of public diplomacy is to create relationships.

4. The Role of New Media in Public Diplomacy

Media centralized approach to public diplomacy still has an important role to play in the new public diplomacy, because governments need to correct misrepresentation of their policies, but also to send a strategic message on long term. The main advantage of the approach is far-reaching media exposure and ability to generate media impact in the public consciousness, but the disadvantage is the inability to influence how the message is perceived in different cultures [Cociuban A, Gurgu E: 2015].

Using the media is one of the most effective tools to promote public diplomacy. For someone who despised modernity and globalization, seeking shelter in an Islamic country where television is banned, bin Laden has shown remarkable talent in the field of public diplomacy. Following the September 11 attacks, bin Laden used the Al Jazeera television to communicate their message to two audiences of particular importance to his plans - Western communication media and the general public in the Arab world. Uncensored and unrestricted in any of the countries in which it was received, the signal of Al Jazeera satellite transmitted directly to bin Laden's pleadings about 34 million potential viewers in the Middle East, North Africa and Europe. Americans watched stupefied as the exclusive channel for material about bin

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Laden and al Qaeda leaders in Afghanistan to ensure its superiority in its media achievements to less Western media.

5. Media and Islam

Local independent media could help open closed societies in the Islamic world who are against democratic culture. The fact that most of the Muslim world opposes many aspects of American policy does not prevent these people to want an independent and pluralistic communication based on objective Western-style journalism. In many Muslim countries, globalization and communication revolution means new opportunities for independent media, journalists and local entrepreneurs who are eager to use them. Even repressive governments will be difficult to resist this pressure because modern media communication are essential gates for globalized economy.

Communication environments are also directly involved in the tumultuous relationships between the Middle East and the USA. Especially young people - and most people in Egypt, Saudi Arabia, Syria, Iran and Iraq that are under 25 - are both seduced and horrified by American culture. The most popular program of MBC's is "Want to Be a Millionaire?" Same young people who shout "Death to America!" are now going home to read pirated copies of Hollywood magazines. What Daryush Shayegan, Iranian philosopher calls "cultural schizophrenia" of Islam - the struggle between tradition and modernity of Western secularized culture, between fundamentalism and globalization - grind souls of many Muslims.

Iran, a country still dominated by fundamentalists clerics, where the judiciary conservative suspended at least 52 publications and sent him to prison on the most direct columnists from 1997 to today, provides a telling example on the growing demand for open environments. This demand for more diversity on media can only increase throughout the Middle East and South Asia as regional radio channels and satellite television will continue to enter the clearance sovereign Muslim countries.

Public diplomacy through the use of media communication may be how the US could attract sympathy by supporting those forces within the Muslim community who strive to create modern democracies and institutionalizing the rule of law. The fact that most of the Muslim world opposes many aspects of American policy does not prevent these people want, while the average independent and pluralistic communication based on objective Western-style journalism.

6. Public Diplomacy Through the Media - Gateway to Democracy

The experiences of Eastern Europe since 80s and '90s suggest that supporting local independent media plays a vital role in promoting freedom and democracy. When Soviet power was collapsed in the late 1980's, local pirate stations occupied frequencies, transmitting often unlicensed software or pirating programs on Western satellites or even disseminating tapes obtained by smuggling. In 1989 the first pirate station, Kanal X in Leipzig, East Germany, began transmitting through a transmitter placed on the roof of the Freedom House office after leaving the state television program. With the disintegration of the Soviet Union, tens and hundreds of pirate stations have emerged in basements, warehouses and apartment buildings in Eastern European countries and former Soviet Republics. Media revolution began. A non-governmental media organization, Internews, was involved in the battle, creating a network of six independent television in Russia.

American Government aid for independent media came after the collapse of the Soviet Union and the Warsaw Pact, and has grown considerably in the 1990s than 1,600 posts and 30,000 journalists and media

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professionals have benefited from technical assistance and training programs US financed. More than 12 national television networks were set up after these efforts, totaling over 200 million viewers. As a result, citizens of every city in the former Soviet Union now have a variety of channels from which to choose. In Yugoslavia, Slobodan Milosevic where employment by the broadcasters from around Sarajevo precipitated the civil war in Bosnia, independent radio and television stations supported by the Soros Foundation, USAID, European governments and others played a vital role for the survival of the democratic opposition. Radio stations have resisted harassments that have undergone permanent, presenting alternative views and news from outside the region, making it impossible for Milosevic to control information - and thus the country.

7. Network Communication for Effective Public Diplomacy

Network communication takes advantage of two-way communication and relationships between people to overcome cultural barriers. This type of decentralization and flexibility is difficult to achieve by governments who blame their inherent centralized structure. So NGOs shows greater flexibility in the use of networks which facilitate the creation of relationships between civil society actors from different countries [Ungureanu A, BraicuC, Ungureanu Ad.:2015].

In this approach to public diplomacy, government policy is oriented towards promoting and participating in cross-border networks, by not controlling them. As we said above, a very strict control of governments or even just an apparent control of governments can undermine the credibility of such networks.

8. The New Public Diplomacy and Soft Power

A central aspect of the new public diplomacy is the concept of *soft power*. The term soft power, as we said, was introduced by Joseph Nye at the end of the Cold War and refers to the ability of an actor to get what he wants in the international environment due to the attractiveness of its culture and its values, not because of its military or economicpower [Joseph S. Nye: 2004]. Therefore, public diplomacy may be the mechanism for the use of soft power by promoting cultural values of a state actor, by persuading the population to other actors on the attractiveness of its cultural values.

9. Approaches and Elements of the New Public Diplomacy

As we mentioned briefly before, in a 2003 article published in the Harvard International Review, Christopher Ross has identified seven pillars followed by the public diplomacy of the United States to fulfill its mandate to "inform, captivate and to influence the "foreign public. [Christopher Ross: 2003]

The first pillar is advocacy for policies in order to support US national interests, with a first part to help foreign audiences understand US policies for what they are, not what others say they are. Early discussions help to transform public diplomacy in a "series of ad-hoc responses to changing events" by explaining policies, using the general themes, established and consistent messages.

The second pillar is to provide context for US policies to foreign audiences, context-driven cultural principles and values of American society. By prioritizing information disseminated public diplomacy actors should provide the rationale, the reasons for certain foreign policy and explain those reasons in the context of American cultural values.

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The third pillar is credibility as a fundamental element in any communication exercise, credibility that stems from the consistent message. General stability should be issued for posts, must be prioritized information and communication campaigns coordinated so as not to contradict the messages between them.

Ross identified the fourth pillar as the ability to tailor the message for different audiences. Because understanding a message depends in good measure a culture receiver, value system, language used, adaptation is essential for the message to be perceived in the same way in different cultures, which derives from the need of the third pillar for consistency the message, not to damage credibility.

The fifth pillar is the role of the media. As more and more people have access to information, public diplomacy is necessary that the message is not provided by a small group of influencers then be disseminated to the public. Such action would lead to a distortion of the final message. It is necessary to use all forms of communication available, national and transnational television, internet, radio, press, to reach a wider audience.

The sixth pillar of American public diplomacy in the acceptance of Ross consists of alliances and partnerships. Given that a variety of non-state actors have an important increasingly higher on the international scene, either directly or indirectly, the US should enter into partnerships with private actors, whether corporations or humanitarian organizations or NGO's, to reach new audiences. Associating with such actors can also enhance the credibility of the message by officially distancing from a transmitter.

The seventh pillar is dialogue and exchanges, as the basis for the principle of mutual trust and understanding. Listening is an important part of the exercise of public diplomacy in essential communication. One of the most powerful means of implementing dialogue and mutual understanding is the educational and cultural exchanges all sponsored or supervised by the US government each year (approx. a number of 35 000 people in 2014). Such exchanges help propagate the ideas and values of American culture, American culture helping to acquire information about other cultures at the same time.

Ross believes that an approach based on these seven pillars will help the United States to spread universal values of freedom and equality, besides helping to promote the national interest.

In a report prepared for the Foreign and Commonwealth Office of Great Britain, Nicholas Cull identified six elements of public diplomacy as needed for the best possible promotion of the interests of a nation from this perspective [Nicholas J. Cull: 2009]:

1. Listening , element deliberately chosen as the first of the author, is thought to precede any action of successful public diplomacy. Cull defines listening as an actor approach to manage the international environment by collecting and analyzing data about public and his views and use the data to redirect foreign policy or approach to public diplomacy. An approach centered on this item would bring changes in foreign policy of a state based on public perceptions of target states emitter policy to the state or against the policy itself. The example cited for this item is Switzerland's approach to foreign policy and directions for improving public image.

2.Advocacy, defined here as an actor approach to manage the international environment through international communication to promote a certain element of foreign policy, an idea or general interest of the public that a foreign actor has in mind. This item includes media relations work of embassies and information to enable a better understanding and acceptance. Elements of advocacy are found in all areas of public diplomacy, but it is a dominant feature of American public diplomacy that emphasizes "selling the idea of America."

3. Cultural diplomacy is a major player in approaching the international management, by facilitating cultural broadcasts abroad or by providing information and resources related to the nation's cultural achievements transmitters. Historically, it represents the "export of examples" of culture of a nation.Such approaches are often closely linked with trade diplomacy. This element is traditionally associated with France, which has built an extensive network of educational institutions to support learning French abroad, relying heavily on the notion of survival of Francophony for keeping prestige and influence.
4. Diplomatic exchanges can be defined as an approach to manage an international player by sending own citizens abroad and foreign citizens in the country borders acceptance for a period of study or cultural assimilation. The element of reciprocity is central to this aspect of public diplomacy and builds on the vision of an international learning experiences in which both parties win. Exchanges often overlap with elements of cultural diplomacy, but are also used to promote specific policies such as trade and military cooperation to promote development. Although the US has underway an extensive program of exchanges, this element is not central to their public diplomacy. Japan, in contrast, focused on this element of public diplomacy since the Meiji period of modernization.
5. International issues is an actor approach to manage the international environment by using technologies of mass communication, such as radio, television, Internet, communicate with foreign audiences. Although international trade issues can be considered part of public diplomacy, they are subject to private interests first. Both commercial broadcasts and sponsored by State can affect the environment in which public diplomacy unfolds. Historically, the most potent element of international broadcasting were the news, especially news objectives due to the high degree of credibility. International transmission element is best known element of British public diplomacy, because the enduring influence of the BBC World Services.
6. Cull identify a sixth element of public diplomacy, controversial element, i.e. psychological war. This refers to public communications carried on wartime in enemy country and called *propaganda*. This propaganda may be "white" when the origin of communication is known or "black" propaganda when communication is of hidden origin, the origin is often presented diametrically opposite to the transmitter.

Although states generally put more emphasis on one of these elements of public diplomacy, the author believes that an ideal of structure would be represented by an incorporation of balanced all elements presented as each element brings its own advantages [Elmer Plischke: 1975] .

In a world which is in full process of change, the expansion of democracy and the nearly global tends are leading to a democratization of relations between states, that is needed primarily of transparency in the adoption of foreign policy in the second row near the front population, to account for the influence of public opinion on political opinion. States can get so close and transparent by giving greater attention to public diplomacy and developing a mix balance in this area.

10. Technical and Scientific Diplomacy: Part of the New Public Diplomacy

Scientific diplomacy is a comprehensive term that can be used to refer to science in diplomacy, science and science diplomacy [World Science Forum: 2009]. The last form, international scientific cooperation, can be conceptualized as a confluence of scientific goals of access and influence diplomatic goals. Based scientific diplomacy is the common language of science, which helps to dilute the political and cultural differences. In the past, scientific cooperation has helped to establish links between countries were at a politicallyimpasse, parties in conflict are former adversaries. Examples are conclusive: Europe after the Second World War or the Cold War, the US and Japan in the 60s, US-Soviet and US-China in the 70s.

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Diplomacy scientific purposes are different and depend on the interests and priorities of states and organizations involved, ranging from solving global challenges, offering mutual insurance security, improving global competitiveness, foster economic development, regional integration, etc. Solving common problems involving science and technologies (water resource management and energy, treat disease, etc.) and topics of regional interest constitute important opportunities for neighbors to work together.

Scientific diplomacy challenges for implementation include:

• the degree of funding and coordination,
• coordinating the foreign policy agenda and scientific cooperation between countries
• asymmetry in capabilities,
• internal opposition and
• identifying partners.

During the Cold War, scientific organizations have established a format for informal discussions on nuclear energy between the US and USSR. Today, science offers an alternative mechanism of cooperation with countries such as Iran, Saudi Arabia and Pakistan [The Royal Society: january 2010].

Scientific diplomacy is still a vague concept, although it is considered that this term refers to the role of science and technology policy in three dimensions:

- Applying scientific expertise in developing foreign policy objectives (science of diplomacy);
- Facilitate international scientific cooperation (diplomacy for science);
- Using scientific cooperation to address the bilateral relations between states (for science diplomacy).

Scientific values, such as rationality, transparency and universality are generally accepted prerequisites for trust relationships between different peoples. Science without ideology provides an environment for a free exchange of ideas between staff, irrespective of their religious, national or cultural.For the scientific community, international cooperation means access to qualified human resources, scientific infrastructure developed or new sources of funding. For diplomats, the scientific means of communication networks and channels that can be used to support political endeavors.

History of the concept of diplomacy science has its beginning in 1941, when Charles Galton Darwin (grandson of Charles Darwin) was appointed by the British government director of the Office of Science Central Washington in order to collaborate with scientific institutions in the US and facilitate exchange of scientific information. However, the Second World War and the use of the atomic bomb led to a greater involvement of scientists in international business management.

On July 9, 1955, Bertrand Russell and Albert Einstein published a manifesto urging the scientists to use all means of political persuasion to neutralize the threat caused by nuclear weapons. As a result, in 1957 it held the first Pugwash Conference on Science and the World Problems. Today, the board at Pugwash are considered to be an important platform for discussion on non-proliferation, international security, arms reduction, receiving the 1995 Nobel Peace Prize in recognition of his merits.

Through other organizations that have influenced the development of diplomacy scientific, we can mention NATO, which created in 1957 a program for scientific cooperation, the National Academy of Sciences of the USA and the Academy of Sciences of the USSR that took place during ' 80 parallel committee on international security and arms control and have created conducive ground for dialogue between the presidents Reagan and Gorbachev.

In 2000, the US administration has set Adviser in science and technology secretary of state, who has the task of strengthening partnerships within the international scientific community, the development of

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scientific capacity in the Department of State and the identification of scientific developments that may influence US national interests.

Britain created in 2001 a Network in science and innovation, in order to connect science to its external priorities. After eight years, the network had about 90 people in 40 cities in 25 countries. These people working in the British embassy and British scientists facilitates collaboration with the host countries on the edge of a whole range of topics, including energy, climate change and innovation. In 2009, Professor David Clary was appointed senior scientific Adviser of the British Foreign Office.

Japan is also active in this area, policy Japanese identifying four objectives: negotiating the participation of Japanese scientists to international research programs, providing scientific expertise in the development of foreign policy, assistance in creating scientific capacity within countries in developing and using science to Japan's increasing prestige internationally and attracting investments.

UN Conference on Trade and Development (UNCTAD) decided in 2001 to create a scientific diplomacy initiatives to improve scientific and technical advice offering in multilateral negotiations and implementation of the results of these negotiations at national level.

Using scientific cooperation between countries to improve bilateral relations may take the following forms:

1. technical and scientific cooperation agreements, which often signified improving political relations between countries like the US, USSR and China in 70's and 80's.
2. Creating new institutions - eloquent example in this respect is the European Organization for Nuclear Research, which was created after the end of World War II to rebuild confidence between the countries.
3. Educational Scholarships are considered to be a checked mechanism for networking, and encouraging partnerships.
4. Diplomacy of "second level" that can be used to involve experts from outside in the official process of negotiations. For this process to be effective, experts involved must be credible and influential, and their findings are compelling for the negotiating parties and mediation.
5. Scientific festivals and exhibitions that are considered to be successful forms of enhancing the universality of science and common cultural interests.

From the examples highlighted above lies that, the modern, scientific diplomacy contributes to the priorities of foreign policy, sometimes creating the necessary conditions for the relaunch of bilateral relations between states, technical and scientific diplomacy being part of the new public diplomacy.

11. Conclusion

The emergence of a large number of democratic countries, with the end of the Cold War meant the growing importance of global public opinion. In a move increasingly greater policy choices of states are derived from the ideas and opinions of its citizens, including foreign policy.

So we see that it becomes logical the need of increasingly more the influence of public opinion tied to an actor on the international stage for the leaders of the state which receives communication and who become more benevolent, more responsive, more acceptable to foreign policies state broadcaster.

Through this work we aimed to inform academia regarding the nature of imperfect democracies newly established over a large proportion of the world population, which, coupled with unprecedented access to information, including on the activities of their own government, took time to a reduction of public confidence towards the government or to the emitters of official positions, reducing their reliability, which is essential especially for the successful holding of public diplomacy.

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