

IRSTI 06.51.25
UDC 330

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THE ISSUE OF STRENGTHENING ANTI-GLOBALIST MOVEMENT WITHIN THE CURRENT WORLD ECONOMY

Abstract

This article is devoted to modern issues of strengthening anti-globalist movement within the globalization processes of the world economic space. There are many approaches to explaining the causes of emerging the anti-globalist movement. It was created to combat the effects and consequences of globalization. Others are associated with other social or political movements – pacifist, environmental, solidarity with ‘Third World’ countries or peoples, left radical, anarchist, communist, etc. Some activists reject the undemocratic and unfair mechanisms of the processes of globalization, and others – capitalism and freedom of trade and etc. However, they all agree on the neoliberal version of capitalism and international economic and financial institutions that are considered to be its bearers such as the World Bank, the International Monetary Fund, the World Trade Organization, and etc. The globalization of business always has both positive and negative sides in the context of international influence and impact. Many economists-researchers consider and compare the modern process of globalization with the once-historical process of colonization, finding similar features in both processes. Most antiglobalists consider that the ‘discovery’ of markets and the freedom of movement of capital are not accompanied by the same openness of borders and freedom of movement of people. In this regard, they are fighting against restrictions on immigration and the reception of refugees.

Key words globalization, anti-globalist movement, autonomy, international business, world economy.

Globalization and the anti-globalist movement have become interesting since the end of the twentieth century. What globalization means and why it is so important, and in which situation an anti-globalist movement could happen. What is the purpose and outcome of globalization in the modern world? When the anti-globalist start moving and what they need to oppose globalization and if this will create the problem or actually will be an advantage in some viewpoint. To figure it out, it is important to clearly understand the meaning, definition, root cause, purpose and the way they work upon each other.

‘Global’ is the derivation from ‘globe’ which mean worldwide of this earth, the globalization is noun which mean being worldwide but what is the content to be worldwide. Worldwide in term of macroeconomic, politic, technology and organization are grouped [1].

‘Macroeconomic’ means the thing that accelerates economies in macro forms, such as the technology transferring from one to another place that can expedite economic emerging. Privatization, deregulation, and trade liberalization are a form of politic globalization. The technology globalization is about technology development that promotes international business transaction growth.

Anti-globalist movement. Anti is opposing, and then this means opposing globalization and call the person who opposes as anti-globalist. And what is the movement start, when, where and why? The idea of the anti-globalist starting from the group of people who oppose globalization as they believe that Corporates use the international agreements and global institution and organization as a tool to destroy local decision-making for their own interest and exercise privileges that individuals and small businesses cannot.

Studying anti-globalization movement in the history, it shows much evidence in many countries. Such as flashpoint model to two anti-globalization protests in Canada to explain why a demonstration had turned violent. The comparative study of two cases of anti-globalization in Canada: one being post-Seattle, but pre-Genoa while another being post-Genoa [1].

The Seattle, Washington anti-globalization was happened in the fall of 1999, by a vast number of social movement organizations, the Seattle protest against World Trade Organization (WTO) process of economic policy formulation. Because they perceive that this economic policy formulation destroys the principles of democratic decision making. There are a various group of people join in the protesting such as labor organizations, environmentalists, pagan groups, Christians, socialist and communist class-based group, feminist and anarchists. By this protesting, the incident of violent

attack happened to attack the business target they think to be enemy, the nonviolent marchers were disrupted. The violent attack was generated by a group proclaim as “Black Anarchists”. The anti-globalization campaign initiated a series of physical confrontations with police. Anti-globalization is not new and continuous. The protesting group was called “SMO”, Social Movement Organizations. There is cooperation among similar SMOs and get stronger on promoting the common program for change. They share information, human, intelligence exchange, material resource in their network.

The anti-globalization movement was created specifically to combat the effects and consequences of globalization. Others are associated with other social or political movements – pacifist, environmental, solidarity with Third World countries or peoples, left radical, anarchist, communist, etc. Some activists reject the undemocratic and unfair mechanisms of the processes of globalization, others – capitalism and freedom of trade and etc. However, they all agree on the neoliberal version of capitalism and international economic and financial institutions that are considered to be its bearers such as the World Bank, the International Monetary Fund, the World Trade Organization and etc [2].

Consequences of anti-globalization relevant to international business management. ‘Change’ is the word that can make people feel anxiety and worrying about what globalization shall bring to their society and have an impact to their standard of living. When change is disruptive and opens up windows into the unknown situation. The severity and scope of change bought by globalization which no one knows what will consequently happen in the future. Some are afraid of losing their job to other countries, such as American job to India and China. Some are afraid of being socioeconomic colonized such as India and China who are wary of becoming colonies of an ever-expanding American socioeconomic empire. During the 1980s and ‘90s, business is seeking labor source. American workers lost in the game of wage arbitrage. But this lowest labor cost is yesterday’s model. The present model is digital and advanced manufacturing technologies that create more productive. “We need to go where the growth is. This is what globalization means today”. Immelt is the chairman and CEO of GE [3].

Globalization is the international integration and international development. For business purpose of seeking profit, globalization, definitely might create a loss of the job from one place to another as the competition is not limited to country, region, but worldwide. The freer flow of business trade without trade barrier or tariff will generate cross-border business transaction more convenient than ever. The anti-globalization then just afraid of the outcome and protect the weaker or prevent rich powerful people to dominate the market and enhance their power for their own benefit. It is easy to understand and make sense of such an idea to protest. Contrarily, the protesting of change and avoid competition may also mean you keep the weak stay weaker without improving and find development solution for themselves. Change is a normal situation that everyone’s life must continuously confront.

The group of people to protest and anti-globalization doesn’t mean only one group of people which anti-economic change, but also environmental change, political change and sovereignty of individual country from business invade. Definitely, it is quite common that a country intends to dominate another country’s market by a business transaction under globalization era by using the business tool and that there will be a loser and winner in the business game.

Business suggests the idea that every entrepreneur prefers to have every year growth in revenue, profit, therefore businessmen are seeking every strategy to take advantage step over their competitors and enhance their business power with all kind of business enhancement strategies. Businessmen can easily get rid of a rival by owning a rival business as business took over, or marry another business by the joint venture, etc. Once business integration spread wider, a protesting group which is located in the various area have stirred up their power to against globalization too but the form of protesting become more creative such as the G20 kicks off, creative protest action – Hamburg’s current ‘wave of protest’ has environmental topics at its core. This carries forward a long tradition in the anti-globalization movement [4].

The systemic challenges have intensified over the past year amid proliferating signs of “Uncertainty, Instability, and Fragility”. Main four key area was marked in the report which are globe environmental degradation, cybersecurity breaches, economic strains and geopolitical tensions despite an improved economic backdrop.

Related to every change, it creates tension between people. Competitiveness increased, production and its process that have the effect to environment increase. Economic growth leads people to adapt to enormous change that leads the impact to the geopolitical tension of nation. Even the economic growth

is what everyone talks about but at the same time, everyone is struggling to survive and happiness is reduced. The tension in the various field show up every place around the world. More accelerate the pace of change, more risk of strain growing placed on many global systems. What are the most problematic factors anti-globalist are arguing and protesting for? Related to business competitiveness in the global stage, the anti-modern business world of anti-globalist concern wellbeing of the human race in their nation and as a whole, life standard that environment is destroyed, human right inequality, monopoly, nation sovereignty, business colonization, loss from change.

From studying some group of anti-globalist own good intention of justice and moral human conscious against globalization for the negative impact that globalization will create to a human being in the world. It is very clear that the benefit organization from globalization always prefer the advantage of globalization. But as the negative impact that creates on the world in the widest range, especially environment and human tension, stress. These problems lead to many negative outcomes such as the sample of global warming, the suicide of business failure, flooded with garbage and waste, air pollution from industry, etc. But some group may take action as a terrorist and take advantage by protesting and create violence.

The research aims also to have a clear viewpoint of Protestant and find the solution in systemic compromising that benefit world human being and their well-being standard without country sovereignty sanction by interest party in the modern world. The compromising shall minimize dispute, conflict and can enhance everyone benefit for concrete globe development without business war and providing respect business manner to country sovereignty. To consider what the modern world means and aim to achieve. And to figure out the anti-globalist really resist modern world aim of developing. Causes and consequences analysis applied to the study, the cause of the anti-modern business world and its consequence to resist business development.

Actually, in the protesting form of environmental change and climate change are not disadvantage for globalization and the modern world. Contrarily they are beneficial for the modern world of business and international management because to manage the business especially internationally, the entrepreneur should consider environmental of the globe, wellbeing of human as much as their wealth from business conduct. The business should not run in the condition of world environmental, geopolitical and economic destructive and disruptive. But the modern world should aim not only economic development in the physical theme of GDP improvement or globalization world trade that is the significant cause of strain to economic, geo-political and human mind.

Considering economic development should mean human well-being development in term of healthy life, acquiring knowledge and achieving a decent standard of living in long term. These doesn't mean the product or service from trade liberalization that can be the cause of deficit balance to the business weaker of various nations. But mean the comprehensive development of human as well as economic in term of filling what is short and lacking in the scarcity place. If the globalization aim is not to take advantage but to protect and support the weaker by helping them up and not to compete for each other but to strengthen each other to be more creative, innovative and join hand in reduction any activities or process that can harm the environment and human well-being. The anti-globalist will have room for compromise as the same objective in sustain our world is achieved rather than nation's wealth with numeric economic growth such as GDP, the ratio of the consumable product but the index of human development, well-being and their happiness should be the utmost goal of every nation.

Considering human well-being and the increase of globalization, there are many research mention about diverse processes and the greater mobility of capital, goods, and services. Also, there are many increasing of ideas and technology including norms. Multi-faceted nature of globalization has both positive and negative effect to economic, social, political globe and their integration. The multiple positive and negative impact of globalization is fascinating to capitalism but detestable for anti-globalist.

Trade is explicitly mean exchanging something for something that investors, trader make the business for a decade. This is to satisfy customer need which classified into many categorize. Accordance with the need theory of Maslow's hierarchy, needs are separated into 5 satisfaction characters which are physiological, safety, love/belonging, esteem, and self-actualization. So the modern means the current situation of new era form which in the 21st century the word "globalization" has been applied.

Foundation needs for every nation: the physiological and safety need “the important product to survive” such as clean air, hygiene food, and water, the shelter or the safe house without crime, family health, medical care, employment. These are the base need for a human being or we can also mean the foundation of human well-being which could be seen from poverty index and human well-being index from World Economic Forum and World Health Organization (WHO), World Health Statistics 2017: Monitoring health for the SDGs [5].

WHO marked SGD3 is to ensure healthy lives and promote well-being for all at all ages. This is interesting when WHO mention human well-being for all (worldwide) and at all ages. Because limitation of time, the study can't find human well-being risk from trade liberalization (of globalization). But still is in interesting that the suicide from business failure and/or mentality problem caused by business train might be increasing under globalization era as the negative impact. The disease is visible for the doctor to heal but a mentality problem is more complex to figure out.

The problem of change and loss in one's life might not so interesting as it has not provided any benefit in term of modern trade of globalization. In another side of socio-culture and national autonomy, it is quite serious that human well-being is transformed and transferred.

Globalization for trade liberalization, normally it enhances the free flow of product and definitely, the product means not only the luxury goods but the product that serve physiological and safety needs also. So if anti-globalist will mark only negative facet of globalization, this is not totally right. Free flow of trade liberalization is an advantage for national economic development and at the same time providing chance and opportunity to skilled labor who might not have much chance locally. Observing the immigration of important skilled labor such as a doctor, nurse, lawyer, etc. from one country to another especially developing country to developed country can be a reference for the trade liberalization advantage. That is because they are seeking the best to serve their overall needs where their local country cannot provide. Observing the benefit of underdeveloped, developing and developed countries benefit from modern trade liberalization, it is difficult to conclude the positive impact is more or less than a negative impact. Because the individual country has their own structure and need. Especially the human well-being and their need in different countries might own different character same as people individual need but in wider, deeper scope and much more complex.

The fairly basis of the world is difficult to be marked. The stronger and the weaker are always exist. The globalization is not the victim tool. A human creates this idea to serve need worldwide but unfortunately, inequality of this world can't be totally eliminated. Furthermore, the productivity in term of input and output of individual nation core competency is much varied. Therefore, the competition under the globalization of modern trade then generates the gap between underdeveloped, developing and developed countries.

Studying literature, research, journal and business review, it explicitly shows the violence and obstacle of anti-globalist to globalization in the modern world. The index of anti-globalist can't be found as limited time and resource. The conclusion declares that there is an opportunity to have communion, participating and sharing a creative idea to derive innovative globalization for the modern world. The innovative of modern world might not mean “wealth” from globalization but “health” instead. Health of human, health of the environment, the health of society and the health of the nation. Wealth should come after health. Once human knowledge, mind, and creativity start to innovate new world era. Human has less selfish and thinks about the public as a whole rather than themselves. The creative innovation will bring a happy life to everyone and every nation.

Studying about the strengthening of anti-globalization, it is necessary to make a further study about what should investor especially multinational companies prepare and be ready for? When Trump won, investors are worrying about anti-globalization which the billionaire politician utilize. Even Ranil Wickremesinghe, Sri Lanka Prime Minister had warned in March 2016 that ‘opposition to free trade is mounting and the window for generating growth by tapping into world markets appears to be closing quickly’ [6].

While multinational companies use globalization and trade liberalization as a tool for their economic growth and even the growth create and increase the employment rate to the preferred nation. But the negative impact on other zones, nations in contrarily could create and increase unemployment and difficulties at the same time. It is thoughtfully about two potential scenarios of the trade war

outbreak and deglobalization. What will happen when deglobalization starts? How should the supply chain of multinational companies be adjusted? What will be obstacle investors should be attentive? What should business strategies be applied?

Look like both deglobalization and trade war are not a good solution for worldwide human well-being. The trade game is not the solution, productivity to achieve the cheapest and make trade war are not the right direction. What should be the right direction of reality business trade?

To conclude, globalization in this era is still in debate for its positive and negative impact. The study of explicit strain in term of economic, political and environment derive from the economic development and growth of modern trade. The outcome is shown, the anti-globalist idea gets stronger and strengthen their opinion with the result.

The anti-globalist doesn't only mark in one or two countries but worldwide which also in many high positions of the country such as Prime Minister of USA and Sri Lanka. The conclusion declares that there is an opportunity to have communion, participating and sharing a creative idea to derive innovative globalization for the modern world. The innovative of modern world might not mean 'wealth' from globalization but 'health' instead. Health of human, health of the environment, the health of society and health of the nation. Wealth should come after health. Once human knowledge, mind and creativity start to innovate new world era. Human has less selfish and think about the public as a whole rather than themselves. The creative innovation will bring happy well-being life to everyone and every nation. The trade is only serving the needs of a human being. To provide freedom on trade can enhance human well-being to under developing countries but at the same time of the provider, sometime they need something in returning such as reputation rather than monetary wealth.

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Аңдатпа

Бұл мақала әлемдік экономикалық кеңістіктің жаһандану процестерінің шеңберінде қазіргі заманғы жаһандануға қарсы қозғалыстың күшею мәселелеріне арналған. Жаһандануға қарсы қозғалыстың құрылуының себептерін түсіндірудің көптеген тәсілдері бар. Олардың арасында: жаһанданудың әсерлері мен салдарларына қарсы күрес, басқа да әлеуметтік немесе саяси – пацифистік, экологиялық, «үшінші әлем» елдерімен немесе халықтарымен ниеттес, солшыл радикалдык, анархистік, коммунистік және т.б. қозғалыстармен өзара іс-қимыл. Кейбір белсенділер жаһандану процестерінің демократиялық емес және әділетсіз тетіктерін, екінші біреулері – капитализм мен еркін сауда тағы сол сияқтыларды қабылдамайды. Алайда, олардың барлық капитализмнің және Дүниежүзілік банк, Халықаралық Валюта қоры, Дүниежүзілік сауда ұйымы және т.б. сияқты халықаралық экономикалық және қаржы институттарының либералдық нұсқасын сынға алады. Халықаралық әсер ету және ықпал ету контексінде бизнес жаһандануының әрқашан оң және теріс жақтары болады. Көптеген экономист-зерттеушілер екі процестен де ұқсас белгілерді тауып, қазіргі заманғы жаһандану процесін бір кездегі тарихи отарлау процесімен бірге және салыстыра қарайды. Жаһандануға қарсылардың көпшілігі нарықтардың «ашылуы» және капиталдың еркін қозғалысы шекаралардың бірдей ашықтығымен және адамдардың жүріп-тұру еркіндігімен қатар жүрмейтіндігін айтып бағады. Осыған байланысты, олар иммиграциялық шектеулерге қарсы күреседі.

Тірек сөздер: жаһандану, жаһандануға қарсы қозғалыс, автономия, халықаралық бизнес, әлемдік экономика.

Аннотация

Статья посвящена современным вопросам усиления антиглобалистского движения в рамках глобализационных процессов мирового экономического пространства. Существует много подходов к объяснению причин создания антиглобалистского движения. Среди них борьба с эффектами и последствиями глобализации, взаимосвязь с другими социальными или политическими движениями – пацифистскими, экологическими, солидарными со странами или народами «третьего мира», левыми радикальными, анархистскими, коммунистическими и т.д. Некоторые активисты отвергают недемократические и несправедливые механизмы процессов глобализации, другие – капитализм и свободу торговли как таковой и т.д. Однако все они сходятся на критике неолиберальной версии капитализма и международных экономических и финансовых институтов, таких, как Всемирный банк, Международный валютный фонд, Всемирная торговая организация и др. Глобализация бизнеса всегда имеет как положительные, так и отрицательные стороны в контексте международного влияния и воздействия. Многие экономисты-исследователи рассматривают и сопоставляют современный процесс глобализации с некогда историческим процессом колонизации, находя схожие черты в обоих процессах. Большинство антиглобалистов утверждают, что «открытие» рынков и свобода передвижения капитала не сопровождаются одинаковой открытостью границ и свободой передвижения людей, и в этой связи они борются с иммиграционными ограничениями.

Ключевые слова: глобализация, антиглобалистское движение, автономия, международный бизнес, мировая экономика.