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**INTERNATIONAL ECONOMIC COOPERATION:
ASPECTS OF STRATEGIC DEVELOPMENT**

Introduction. Harsh conditions of living and working of some socio-professional groups have generated and stimulated the idea of association of the production, services, supply procurement, consumption. It may be said and supported that cooperation system and cooperatives have emerged as a result of poverty, of looking for solutions to ensure access to economic, market, to support achieving a decent standard of living, in the context of social existence and maintenance of inequities. In addition, a stimulating factor was the social life, social relationships, limiting access to education, education, healthcare etc. Solidarity as a social phenomenon was affirmed for promoting, supporting the cooperative system of organization.

Cooperation efforts were one of the most significant responses to classical liberalism and the development of capitalist society in the nineteenth century. Born — in its modern form — in the mid-century, cooperation has deep roots in history. They were found in the common property of the primitive society and had continuous manifestations in the pre-modern history. Modern and contemporary cooperation exegetes consider — almost unanimously — that the pre-modern forms of similar organizational structures were characterized by spontaneity, transience, instinctually, being the result of temporary circumstances, but not of free and conscious association [4, p. 306].

Cooperative principles, viewed in a systematic view, is the driving force of the cooperation movement, but also represents «the essential qualities», which provide efficiency to the cooperators, distinction and value to the cooperation movement. Fighting against poverty, combating poverty can thrive, it is possible to ensure the prosperity of those who are associated, and it can contribute to raising their civilization level.

According to the authors, modern and contemporary cooperation has a specific feature of being organized. It was born from a deep need that refers to the evolution of society towards capitalism and industry. Controversial under the aspect of doctrine, consumer cooperatives started as a practical experiment and developed their own theory. Some authors consider that cooperatives would be likely to bring in the present experiments of the pre-modern era. Others, however, consider cooperatives as a viable alternative to capitalist and socialist models of the past two centuries. Beyond such doctrinal controversies, the reality stands out according to which, as it professor Gromoslav Mladenatz stated, «Cooperative is the only experiment of the nineteenth century that succeeded» [3, p. 150].

Started from the need of economic and social empowerment of disadvantaged masses of capitalist evolution of society, modern international cooperative succeeded in establishing itself as a reality with favourable results on participants regarding its activity. «Cooperative reality is proof that the cooperative formula c sprang from the need and corresponded to the mood and action of the time [2, p. 8]. Without violating realities and feelings, without overthrowing institutions proven to bring benefit, cooperatives try to correct the wrong aspects and facilitate the world placement with more justice» [1, p. 219].

Method and Methodology. Cooperatives have emerged as a social and economic necessity in order to satisfy the needs of large group of small producers. Taking the specific elements of the objectives and purposes from the companies and non-profit entities, cooperatives were able to shape a distinct purpose that has proven its viability and future development possibilities. Harsh conditions of life and work of socio-professional groups have generated and stimulated the idea of joint in production, services, procurement, purchasing, and consumption. The authors argue and state that cooperative system and global cooperative emerged as a result of poverty, of seeking solutions to ensure access to economic life, market, to help to achieve a decent standard of living, in the context of existence and maintenance of social inequities. In addition, a stimulating factor was social life, social relations, limited access to education, education, healthcare etc. Solidarity as a social phenomenon, stated in the direction of promotion, support of the cooperative system of organization [1, p. 220].

Since their beginning, cooperatives were a viable alternative to promote the legitimate interests of disadvantaged segments of the population. Rural population, refugees, immigrants, the unemployed, the elderly and persons with disabilities found in cooperatives the means to improve their situation [6].

Main material of the research. By accepting the assertion «future of the past» gets us face to face with the question: «Is it possible cooperative form of organization of economic activity in the context of globalization?» [5].

As surprise, the answer to this question is positive. Severe conditions of living and working of some socio-professional groups have generated and stimulated the idea of association in such spheres as production, services, supply procurement and consumption. It can be said that cooperative system and cooperatives have emerged as a result of poverty, looking for solutions to ensure access to economical life, market, to support achieving a decent standard of living, in the context of social existence and maintenance of inequities. In addition, a stimulating factor was the social life, social relationships, limiting access to education, education, healthcare, etc. Solidarity as a social phenomenon appeared to promote and support the idea of cooperative system of organization.

Cooperation of efforts, seen in a systematic vision, represents the driving force of the cooperative movement, and also «the essential qualities», which provide efficiency to co-operators, distinction to cooperatives and value to cooperative movement. The authors insist that only through cooperation we can fight with the strategic issues both at the international level and economic, and socio-political, and there can be progress, can be ensured the prosperity of those who are associated, the level of civilization can be increased.

Economic and social inequities occur today, even on a global scale. The gap between rich and poor has widened into a chasm between rich and poor countries. Enacted decades many organizations and institutions led by the UN in economical, food and culture development ended without achieving objectives if we aren't categorical to say that they finally ended in fall.

Technical, scientific, technological and innovative progress of humanity is generating positive and negative effects, contributes to changes in the natural environment, to the increase of prices volatility of final products, including food, agricultural, household, to the heterogeneous increase of population in profile regions, countries, continents. And if possibilities of economic sciences in the process of practical solving of problems are more or less homogeneous in the profile of states, then they (economic sciences) are not always required by the governments of some countries.

As a result, preconditions are created for increasing budgetary deficits, public debt, financial instability, vital systems, and the created problems get a global importance (severity), become risks generating under the most diverse forms. In these circumstances there is a need to group, classify the risks generating problems, to establish direct connections between inputs and outputs of the risk generating systems, to highlight problems, whose solving requires international cooperation efforts by the G-7, G-8, G-20, the international alliances of the various forms, including cooperative.

In different regions of our planet in the context of globalization, different problems appear according the level of complexity and content, and solving them requires intergovernmental cooperation efforts. The authors conceive cooperation efforts as the actions of several companies,

corporations from one country or several countries that through their activities contribute to the implementation of goals of economic, ecological and social importance for a region, a country or several countries, or even for humanity. Cooperation in such cases, contributes to the achievement of synergetic results, create preconditions for each participant to carry out his activities according to his own optimization criteria. Local, regional, national, interstate and world cooperation, depending on the problem to be solved, are being transformed in «mechanisms», levers, efforts that can be directed and managed.

The negative effect is amplified with the signs of recession, even in developed countries (as in the USA, Germany, Japan, etc.), as a background of the phenomenon of reaching the limits of capitalist development of the economy uninterrupted ascension, aka free market (as used in the present). The effort made by the former FRG (and Germany over the present) in territorial, political and economical unification is felt ever more; in addition, the effort was potential because of the financial support (since 1989) of Hungary and Poland. That is the way how new economical contradiction appeared; new social problems appeared and amplified within developed countries.

Competition — the main element of market economy has come to support the organization of associations and the cooperative system. By means of federal law, the United States were willing to organize food products producers into a network of distribution cooperative units to deliver their products directly to the final consumer. The measure was a response in terms of protection of domestic production on the U.S. domestic market to competition by foreign companies in terms of capitalist distribution, which proved uncooperative with federal policy in retail prices.

International Trade Policy in the cooperative alliance can be effective in cases where taxes on imported products are «superstate» by importers. That we can present economic and mathematical method as follows: taxes (that is imported product prices increase $(1 + \Delta)$ times can be determined

from the condition $P_2^{(1)} = P_2(1 + \Delta) = P_1$ whence $\Delta = \frac{P_1}{P_2} - 1$, that amount is

in the range of import taxation $0 \leq \Delta \leq \left(\frac{P_1}{P_2} - 1 \right)$. Local products and import

of domestic origin may be marketed only provided when prices coincide, that is when it is the condition $P_2^{(1)} = P_2(1 + \Delta) = P_1$. The condition $M_1 + M_2 = M$ (volume of products imported and domestic demand should cover M) schedule being right A_2B_2 (Fig. 1).

From the condition $P_1 = P_2(1 + \Delta)$ is results $\frac{K}{P_1} = \frac{K}{P_2(1 + \Delta)}$, namely

condition (1) be interpreted geometrically by $A_3B_3 \parallel A_2B_2$. Increase (or decrease) of products needs is a straight line parallel to the right A_2B_2 , so

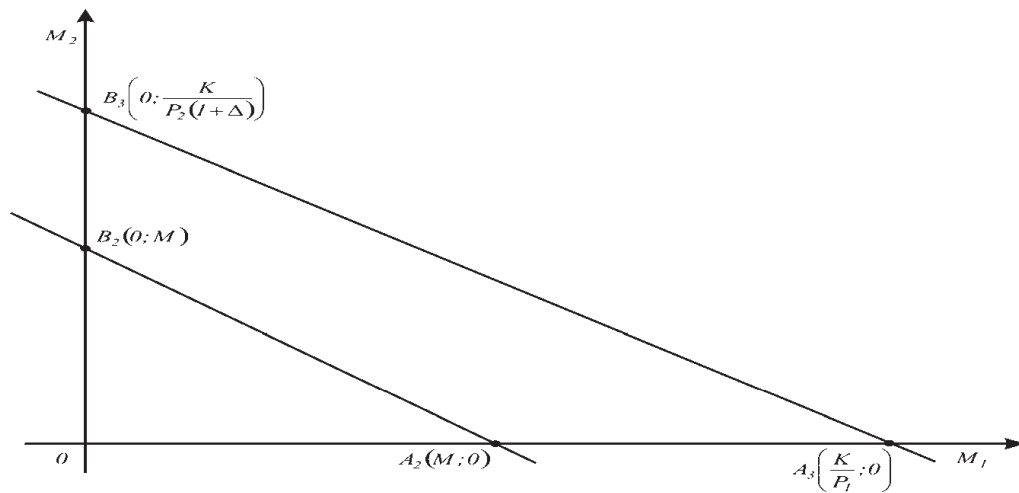


Fig. 1. Geometric interpretation needs expressed in such products (A_2B_2) value (A_3B_3)
 Source: Drafted by the author

and the right A_3B_3 . So, the authors reach conclusions: the outcome charge imports of the product \perp in all cases $A_3B_3 \parallel A_2B_2$ therefore the criteria values F_1 si F_2 will increase proportionally with increasing demand for products.

Condition (2) is the ratio $\frac{M_2}{M_1} = \alpha$ — share of export volume in the volume of domestic products, which is a parameter values are determined exogenously (Fig. 2).

Reduce the parameter value α contribute to reduce the volume of imports, the growth of domestic product, or to reduce the indicator F_2 , to increase the criterion value F_1 . Cooperation generates productive systems based on principles and technologies, they can be multispectral, create preconditions for increasing demand, for solving the marketing type problems, create a comfortable space for the activities of all economic subjects. Cooperation can arise «by themselves», but can be supported and encouraged by institutional and productive infrastructure. Cooperation is usually under «agglomeration» of cities targeted for creating mutual «comforts», for example cooperation in producing products such as dairy, the production of agricultural raw materials. The authors consider that cooperation contributes not only to problems of national and worldwide importance, but it makes the work more effective, reduces unemployment, and helps to implement innovations and performing technologies.

One of the possible forms of cooperation organization of efforts are the creation of corporate alliances. Interests, leading to initiation of alliances, may be tendencies of each participant to avoid certain risks; expansion of the market, achieving additional profits from the final product volume

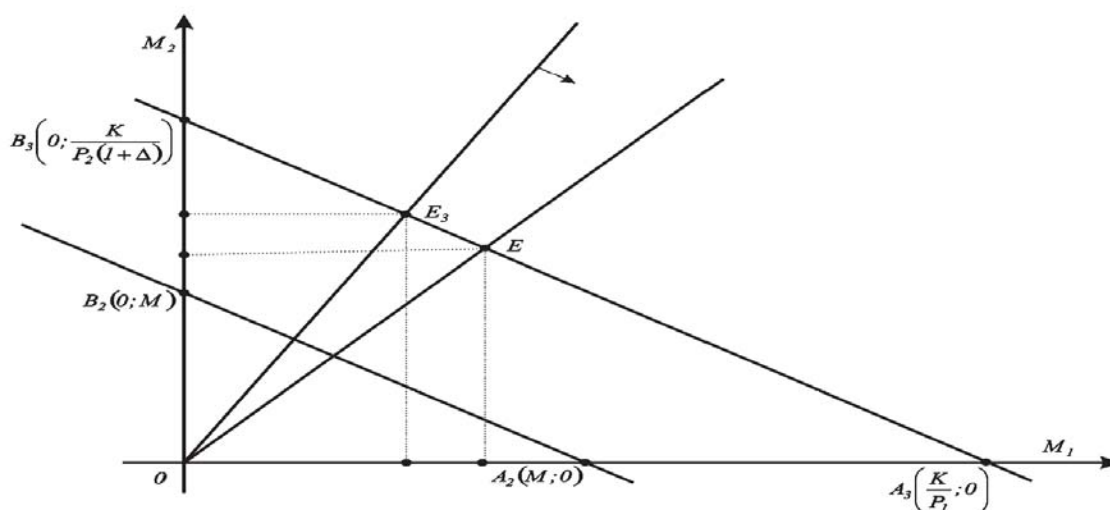


Fig. 2. Geometric interpretation of lower volume of imports exogenous reasons
 Source: Drafted by the author

growth, achieving synergistic effects, creating opportunities for modernization of technologies, for implementation of innovative ideas.

In the authors' opinion, the cooperative alliances can be scientific, economic, environmental, military, social, depending on the purpose of the subjects, countries (eg BRICS alliance). At the global level, which requires the efforts of all countries (at least those from G-20), alliances may be formed to address the problems listed in (1) — (17) blocks from the block-diagram in Figure 1. However, alliances can be formed on the basis of partnerships, unions that therefore may contribute towards the creation of premises, favours and conditions. Alliances can be of type of technologies and marketing, through creation of new businesses, structures, they can be directed to solving strategic problems of rural, urban and regional area; alliances usually appear between corporations, using the same level of efficiency technologies (BRICS) between corporations in the U.S., Japan, EU, users or producers of performing technologies. Among the branches of finished products and modern complex technologies, of performance, there can be included: pharmaceutical, construction, medical equipment, telecommunication, equipment for computers, high-called industries. Other branches (medium-high Technology Industries) are: transport equipment, chemicals, construction of vehicles. These branches are strongly developed by G-7 countries. BRICS, taking the advantage of the reduced payroll turned into an attractive force, in recent years managing to considerably increase the GDP.

Long-term alliance between the G-7 countries and BRICS countries cannot be created because: BRICS productive technologies are significantly lower to the advanced technologies from G-7 countries; there is a lack of demand for modern and performing technologies in BRICS

countries, corporations producing technologies do not have sales market in these countries; the intellectual and professional level of labour in BRICS is below the requirements for employment in manufacturing and performing technologies.

Conclusions. The authors state that interstate cooperation are required to mitigate the consequences of economic and financial imbalances, demographic and environmental changes, budget deficits, debt, banking systems malfunction, the high level of unemployment. The listed problems can be solved exclusively through the collaborative efforts of international cooperation [6, p. 110]. For this purpose it is necessary: to promote fiscal activities; to conduct economic restructuring; foreign exchange stability assurance, reducing volatility; real estimation of the economic situations from different countries.

Heterogeneity of household income is generated by a number of factors, including the budget deficit, the state debt. Imperfection of the world banking system, public fiscal policies have generated huge national debt, further supported by budget deficits in 2013. Ways to solve this problem are different. This aspect has an explanation. For example, in EU countries, policies to reduce the budget deficit, public debt may be imposed. U.S. tax policies, adopted in 2013, according to the authors, may serve an example for other countries.

Decrease of the budget deficit by the progressive correlation of the amount of tax the taxpayer's income tax, reduces the potential of social unrest. Homogenization of the tax burden, the massive decrease of social benefits (e.g. Greece, Romania, Spain) are not the most appropriate ways to reduce budget deficits, public debt. In this context it should be stressed that there are two problems: the development of policies for compliance with economic situations — consequences of inappropriate economic policies of the past; the development of policies that would exclude unnecessary accumulation of public debt. Problems created can be solved only through international cooperation efforts by systemic treatment.

The authors' state that through the cooperation there are achieved economic efficiency and quality of goods and services, decrease in price of goods and raising the living standards for the population. Efficiency and quality are improved as co-operators produce primarily for them. Goods will be cheaper because through the cooperation there are removed numerous categories of intermediaries (which occur between producers and consumers) and that make final goods and services more expensive. On this basis, there is improved the relationship between income and prices, with positive effects on living standards.

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Summary

Gribincea A., Daniliuc A., Maximilian S., Brovka G. International economic cooperation: aspects of strategic development. — Article.

In the present article the authors describe the essence of cooperation and those strategic problems that can be solved internationally only through cooperation efforts. In this context, the authors propose to understand cooperation as the actions of a few companies, corporations from one country or several countries that through their activities contribute to the achievement of goals of economic, ecological and social importance for a region, a country, many countries or for all humanity. The role of consumer cooperation arises undoubtedly from the fact that, with the craft, it is a component of the private sector, structured coherent, able to guarantee and develop a good middle class individual. Consumer cooperation is mainly directed social section with relatively low income and its role, in the fact, is to unite material and intellectual efforts, to a wide range of individuals can become, through a participatory coherent system, totally economic independent, thus ensuring a decent and adequate social protection. Cooperation generates productive systems based on principles and technologies, it can be multispectral, creates preconditions for demand increasing, solves some marketing problems, creates a comfortable space for the activities of all economic subjects.

Keywords: Cooperation, international alliances, modern technologies, promotional strategies.

Анотація

Грибинча О., Данилюк О., Максимилиан С., Бровка Г. Міжнародна економічна інтеграція: аспекти стратегічного розвитку. — Стаття.

У статті розглянуто сутність кооперації та ті стратегічні проблеми, що можуть бути вирішені тільки на міжнародному рівні та шляхом співпраці між країнами. Автори пропонують розуміти кооперацію як спільні дії декількох компаній, корпорацій з однієї або декількох країн, які своїми діями роблять внесок в загальний економічний, екологічний та соціальний розвиток регіонів, країн та людства в цілому. Кооперація породжує продуктивні системи на основі технологій, створює передумови для зростання попиту, вирішує проблеми маркетингу, створює умови для ефективного функціонування всіх економічних суб'єктів.

Ключові слова: кооперація, міжнародні альянси, сучасні технології, стратегії просування.

А н н о т а ц и я

Грибинча А., Данилюк А., Максимилиан С., Бровка Г. Международная экономическая интеграция: аспекты стратегического развития. — Статья.

В статье рассмотрена сущность кооперации и те стратегические проблемы, которые могут быть решены только на международном уровне и путем сотрудничества между странами. Авторы предлагают рассматривать кооперацию как совместные действия нескольких компаний, корпораций из одной или нескольких стран, которые своими действиями делают вклад в общее экономическое, экологическое и социальное развитие регионов, стран и человечества в целом. Кооперация рождает производственные системы на основе технологий, создает предпосылки для роста спроса, решает проблемы маркетинга, создает условия для эффективного функционирования всех экономических субъектов.

Ключевые слова: кооперация, международные альянсы, современные технологии, стратегии продвижения.