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The Influence of the Globalization Process on the Natural Environment

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Abstract

Man in relation to the natural environment must show respect before the complexity and generosity of nature. Man must reconsider the primordiality of the natural environment. Our survival depends on our change, not on the environment. In the age of globalization, many of the rulers in highly developed countries are dealing with sovereign contempt, the environment can be present in the balance sheet of the company as represented by land, in its essential contribution through the low entropy represented by the natural potential of minerals, raw materials, but also in the uncounted goods: water, air, light, solar heat. As a rule, they are included in the favourable effects of the production and consumption processes. Given these conditionalities, in this paper we set out to present the influence of the globalization process on the natural environment from the perspective of value theory, knowing that the value-utility theory tried to replace the working time with a more adequate physical support but this theory failed to explain the differences in value for certain products.

Keywords: globalization, value, environment.

JEL Classification: F64

1. Introduction

The environment is present in the balance sheet of the company represented by land, in its essential contribution through the low entropy represented by the natural potential of minerals, raw materials, but also in the uncounted goods: water, air, light, solar heat (Dima et al., 2020). These are included in the favourable effects of the production and consumption processes (Bran et al., 2019).

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Given the enormous potential that exists in nature, the contribution of the environment to the economic process of the enterprise is highlighted as follows: the natural potential in the form of substance, energy and information is brought into the enterprise with the help of extraction, transport, research energy to be used accordingly with product information, technological (Negescu Oancea, et al., 2019). The research objective of this paper is motivated by the identification of the way globalization processes influence and affect the environment, in terms of expanding economic activities and consumption of natural resources. Furthermore, this paper will highlight an overview on the concept of value and added value to underline for future generations the need for protecting the environment by accelerating Research & Development to create value.

2. Current State of the Environment - Consumer Activities

The current state of the soil refers to the quality of the soil, water and air in the area, and whether the company has technologies that use these environmental components. In this case, the company must address the meteorological and investigation services for water and air quality, as well as the services provided by geologists and seismologists for soil quality investigation (Rădulescu et al., 2018).

The ecological restrictions imposed in the area of activity and not only, represent another area of analysis, in order to avoid the legal and financial consequences. This information establishes the decisions of establishment - development, but also those of production (Alpopi et al., 2018). At the same time, they will outline the size and structure of the consumption process.

The consumption process aimed at restoring the environment is only partially resolved at the firm level. Most of it is for the company, with the financial contribution of the companies and the population (Jianu et al., 2019).

The company organizes the following activities regarding the environment: activities to reduce environmental pollution by means of filtration, water treatment, waste disposal, controlled waste disposal facilities. These activities are investment type. The activities of redesigning technologies and products to reduce the consumption of natural potential and toxic waste are activities of scientific research type. (Bodislav et al., 2019).

The activities to restore the environment of the company and its immediate proximity, as well as to remedy some ecological disasters produced in the area due to the company's operations are of the investments and financial payment type. Another activity is the normal contribution to the ecological actions centralized through payments of fees, taxes, penalties (Angheluta et al., 2019).

2.1. The phenomenon of value

Value is the sum of the qualities that give price to an object, to a being, to a phenomenon. Value can also be understood as importance, significance, price, merit.

The value as a notion, is defined in DEX as: "*Acquisition of certain things, facts, ideas, phenomena to correspond to the social needs and ideals generated by them;*

the sum of qualities that give value to an object, to a being, to a phenomenon, which is important, valuable, worthy of appreciation, esteem".

Aristotle defined the value through physical, mental, moral or spiritual needs, recognizing in the economic value the exchange value and the use value: "*The use of any thing is of two kinds and, in both cases, the work serves as such, but not in the same way. One use is its own − as a utility, the other ... as a means of exchange (politics)".*

Since ancient times, two main directions of orientation of the way of defining the value have emerged: value = utility and value = work. In the first case, the production process and the role of the producer predominated. In the second case, the consumer process and the role of the consumer took precedence.

In both situations, the research that led to these axioms focused on how the value was revealed, in the form of the exchange value, on the market.

The value, in this acceptance, can be of four types. The direct value that expresses the benefit obtained by the user, the indirect value that expresses the benefit of an indirect consumer, the optional value that expresses the benefit felt by a consumer when he/she knows that a certain ecosystem will be preserved and the value of existence that expresses the benefit felt by existence, but not and the recovery, of some ecosystems, resources, landscapes. The sum of these four values would represent the total economic value.

2.2. The management and methodology of value

Value management has certain characteristics that we will present in this subchapter because it helps to outline the values necessary to protect the environment.

Defining value in relation to reality and the current achievements of science in general. We will see how far we are, by what we understand now about value (whether we are an economist or another professional) why value is really and what it should be in the future society, based on knowledge (information).

Obtaining and managing value will force us to get out of the narrow area of the company and even the economy, in order to understand what is happening in relation to value in the entire human society and the natural environment. Only in this way we will detect new exigencies, but also favouring factors in order to obtain value in the company or institution.

The mechanism of obtaining value will force us to reinterpret economic activity differently from the classic classification in primary, secondary and tertiary activities. Here, too, changes are needed in the development of management, so that those who practice manager-type actions can achieve their role as a catalyst with maximum efficiency.

Achieving a full understanding of the phenomenon of value means understanding our existence through the processes or dynamic states of the general system of Nature and its subsystems, environment, society, economy, firm. We will see that the arsenal of the tasks of a modern manager will include the responsibility of knowing and

influencing all these processes, whether they take place in the company, or in society or in the natural environment.

Understanding the concept of value will require abandoning its definitions based on work or utility and accepting a much more complex physical basis such as low entropy. This category generalizes a general characteristic of matter, rendering a certain degree of organization that can satisfy our needs of existence, as an individual, company, society, but also the growing needs of protection and restoration of the natural environment. It will not be easy! But otherwise, it is not possible! We risk being left out of the path to the information society, via sustainable development.

We will practice the general model of value based on low entropy to explain the evolution and changes of the general organization of human society. All these feelings of the society depend, to a large extent, on the functionality of the mechanism of obtaining and managing the value. History has, through the new theory of value based on low entropy (further noted by TVE), a new explanation for the most important events, but also for its scientific, technical, administrative, military, etc. concerns.

It is very important for the manager to know the value through measurement. The results, in the form of price, cost, are the visible and lucrative forms that accompany and characterize their activity. The cost shows, measures, through the monetary standard, everything that happens inside the company. The price, on the other hand, shows, also through the monetary standard, the results from outside the company or, in other words, a satisfied customer.

3. The Mechanism of Obtaining Value

The value is the result of the transformations that take place within economic processes such as production, distribution, exchange, consumption, in which human activity is involved. The human action that enters the economy area is associated with the activity of the people included in systems such as family, enterprise, national economy, world economy, cosmos economy. All these systems include the living system of man. They are under the impulse of internal or external forces, in the dynamic states of production, distribution-exchange, consumption.

The systems of the economy, society and the natural environment are responsible for obtaining and managing value. Economic processes are externalized and can be perceived by us in the form of economic, but also social, biological, chemical, and physical events.

All these events included in the economic phenomenon, give it a complex aspect. The same types of events are present in the mechanism of obtaining and managing value in the economy, in the form of the economic phenomenon of value.

In the history of economic science two directions have been highlighted regarding the definition of value: the theory of value based on work (TVM) and the theory of value based on utility (TVU).

According to the labour-value theory, value is created in the production process and its physical support is the duration of work (social time required). In connection

with this theory, a number of explanations have been formulated regarding how value is created. Karl Marx was of the opinion that one thing has value because it materializes human labour.

Adam Smith considers work to be the only creator of value and that human activity creates the mass of the goods it consumes each year, while Turgot sees work as an expression of the degree of esteem that man gives to the various objects of his desires.

The theory was formulated in the period when the technique was poorly developed, and the challenge was to meet the needs of the growing population.

The value-utility theory has tried to replace working time with more adequate physical support. This theory has failed to explain the differences in value for certain products. The best-known paradox is water-diamond. To explain this situation, the concept of rarity was used.

3.1. Processes of the mechanism of obtaining value

In the mechanism of obtaining value, the economic processes of both production and consumption, as well as the natural processes from the environment and the processes specific to social life, matter.

Probably the most difficult limit is the lack of an integrator of the multitude of strategies that are being developed however in many areas, including security, instead the lack of a single approach methodology and definitions notions being used. (Pop, Franc, 2017)

The processes of the mechanism of obtaining value are of two types: primary processes and complex processes.

The first primary process is transformation. Referring to the Great Explosion scenario, the initial explosion was a process of transformation, by which an organization of matter was realized, thus low entropy appeared.

The second primary process is conservation. The particles and radiations produced by the first process have entered the conservation process of these primary products in the form of stable structures of matter: substance, free energy, information.

Based on observations on the phenomena in Nature, we can hypothesize that there is a third primary process, that is, transfer. The products of the first two processes are moved in space and time through the transfer, becoming outputs for one system and inputs for another system.

The dynamic state in which the system of equilibrium of the Universe entered is the first complex process. The great explosion transformed the pure energy into particles and radiation that were preserved in the form of substance, free energy and information. These have been transferred in space and time, becoming a raw material for the training systems.

As in the case of the first complex process, the second one uses the three primary processes, forming complex structures. The formed systems transfer to them substance, free energy and information and transform them into low entropy corresponding to organization with the needs of the system in question, following

that this low entropy is preserved in material structure, in movement, in forces and in high entropy. These results are the services that will be transferred in space and time.

The third complex process ends the cycle of the Universe. Systems far from equilibrium and those close to equilibrium are brought to a system at equilibrium. The structural systems of Nature are transferred to the complex process to be subjected to a transformation process (the Great Implosion). The results of the transformation are conserved in the form of pure energy, energy that is transferred in space and time. The imbalances generated by globalization, intervened within the functional relations between the components of the system, were accentuated by the intensity of decisional impulses in short time intervals, which contributed to the emergence of strong gaps between exploitation capacity and environmental protection. (Peptenatu, Pintilii, Draghici., 2011).

In conclusion, the primary processes and the complex processes specific to the general system of Nature also occur in the systems involved in the mechanism of obtaining and managing value in the following forms: the production process, the consumption process, the liquidation process.

Regardless of the type of system in Nature (environment, society, economy), the dynamic states in which they enter are the same: consumption, production, liquidation. These complex processes, in their turn, have, in different proportions, the primary processes: transformation, conservation, transfer.

4. Conclusions

In the age of globalization, many of the rulers of the highly developed countries treat with sovereign contempt anomalies in nature without perceiving the true dimension of nature. With such a conception, it is not surprising that the West has had unparalleled success in aggression over the domination and unscrupulous modification of the natural environment. And the planetary admiration for these achievements is just another danger that emerges in the existence of the sphere by generalizing this aggressive and selfish way of abandoning humanity's relations with the natural environment. (Serban. M. 2013). The late university professor, Paul Bran, in the economic work of value, said that nature had to die little by little in order to reconsider the role and size of the environment. The dimension of man through the escape from nature explains the ever-present striving in his existence to free himself from the pressure of environmental factors. Gradually, through the desire for independence of submission to nature, man moves away from nature and has succeeded in creating a very complex living environment, as Paul Bran (2002) pointed out, by his dynamic heterogeneity.

It is individualized not only the natural environment but also the transformed, anthropized environment. The anthropization of the environment is continuous. Man is the maker of increasingly sophisticated objects that often have impoverished nature by burdening it with the residues of production and consumption. The human life environment is of great complexity. A future direction of research may be related

to the analysis of the effects of globalization and the associated conspiracy theory on the environment.

Developed countries have been mainly the promoters of new technologies through globalization. Emerging economies will, however, exercise increasing competition on it as it advances rapidly in the value chain. The gap between more technologically advanced regions and the least advanced are likely to deepen if governments do not invest in education, if they do not provide to citizens the possibility of acquiring the appropriate skills, if they do not encourage innovation, if they do not ensure fair competition and if they do not adopt smart rules when necessary. (COM, 2017)

At the moment, the economy has no remedy. A first solution could be a new paradigm of the value of appealing to ecological wisdom. The analysis of the effects on the environment must also take into account the synergistic effects of human actions at local, regional, national and international levels. Man does not have to assert that his existence can be without the other trophic chains. Everything has a beginning, so we should not pedal to self-destruction and let nature live, and through it we will live. Economics has focused on explaining the elements of an economic nature and on synthesizing models and tools for intervention to change the economic phenomenon in accordance with our value judgments.

Economic science consists of the coherent set of notions, ideas, theories and doctrines, which reflect in the plan of thought economic acts, facts and behaviours, value judgments on them, as well as techniques, methods and procedures for measurement, evaluation, management and stimulation of economic activities.

As long as the paradigm of a science is verified in contact with the reality to which it refers, it is useful to explain the phenomenon, but also as the "main source of training" necessary for those who continue basic research or, conversely, deal with the "gardening" of the basic theory to provide the theory with the technology and application tools.

The old paradigm is a brake on economic development. When the paradigm shows signs of fatigue and anomalies amplify, education made in the sense of unconditional respect for the science of the day becomes a brake.

In the age of globalization regarding the evolution of phenomena, we find that too few were those who understood that the 20th century broke through values scenarios. By the value mechanism, we mean that human society is closely related to the nature of the Earth's sphere.

To mitigate the impact of globalization on the environment, a common position of all Member States at European Union level is needed, based on synergistic instruments, with multiplier effects in different contexts.

All human activities have a direct impact on the natural environment. Our survival depends on the ability to change ourselves, rather than to change the environment. In the current period, governments must act not through false scenarios, but to understand the ignorance of the laws governing the existence and functioning of the industry sphere to find creative solutions to solve problems. Let's reconsider the planet's environment and spirituality now, when it's not too late.

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