



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI,
PROTECȚIEI SOCIALE
ȘI PERSOANELOR VÂRSTNICE
AMPOSDRU



Fondul Social European
POS DRU
2007-2013



Instrumente Structurale
2007-2013



MINISTERUL
EDUCAȚIEI
NAȚIONALE

O I P O S D R U



ACADEMIA ROMÂNĂ



Ciprian Ilie BĂDESCU

**Fundamentele culturale
ale crizelor economice**
*de la etnoeconomie
la teoria proprietății
identitare*



Editura Muzeului Național al Literaturii Române



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI,
PROTECȚIEI SOCIALE
ȘI PERSOANELOR VÂRSTNICE
AMPOSDRU



Fondul Social European
POS DRU
2007-2013



Instrumente Structurale
2007-2013



MINISTERUL
EDUCAȚIEI
NAȚIONALE

O I P O S D R U



ACADEMIA ROMÂNĂ

Ilie Ciprian BĂDESCU
**FUNDAMENTELE CULTURALE ALE CRIZELOR
ECONOMICE**
*DE LA ETNOECONOMIE LA TEORIA
PROPRIETĂȚII IDENTITARE*



**FUNDAMENTELE CULTURALE ALE CRIZELOR ECONOMICE
DE LA ETNOECONOMIE LA TEORIA PROPRIETĂȚII IDENTITARE**

Autor: **Ilie Ciprian BĂDESCU**

Conducător științific: **Prof. univ. dr. Dumitru OTOVESCU**

Lucrare realizată în cadrul proiectului „*Valorificarea identităților culturale în procesele globale*”, cofinanțat din Fondul Social European prin Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007 – 2013, contractul de finanțare nr. POSDRU/89/1.5/S/59758.

Titlurile și drepturile de proprietate intelectuală și industrială asupra rezultatelor obținute în cadrul stagiului de cercetare postdoctorală aparțin Academiei Române.

*Punctele de vedere exprimate în lucrare aparțin autorului și nu angajează
Comisia Europeană și Academia Română, beneficiara proiectului.*

Exemplar gratuit. Comercializarea în țară și străinătate este interzisă.
Reproducerea, fie și parțială și pe orice suport, este posibilă numai cu acordul prealabil
al Academiei Române.

ISBN 978-973-167-123-9

Depozit legal: Trim. II 2013

Ilie Ciprian BĂDESCU

**Fundamentele culturale
ale crizelor economice**
*de la etnoeconomie la teoria
proprietății identitare*



Editura Muzeului Național al Literaturii Române

Colecția AULA MAGNA



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI
MINISTERUL MUNCII, FAMILIEI,
PROTECȚIEI SOCIALE
ȘI PERSOANELOR VÂRSTNICE
AMPOSDRU



Fondul Social European
POS DRU
2007-2013



Instrumente Structurale
2007-2013



MINISTERUL
EDUCAȚIEI
NAȚIONALE

O I P O S D R U



ACADEMIA ROMÂNĂ

Investește în oameni !

FONDUL SOCIAL EUROPEAN

Programul Operațional Sectorial pentru Dezvoltarea Resurselor Umane 2007 – 2013

Axa prioritară 1: „Educația și formarea profesională în sprijinul creșterii economice și dezvoltării societății bazate pe cunoaștere”

Domeniul major de intervenție 1.5: „Programe doctorale și postdoctorale în sprijinul cercetării”

Titlul proiectului: „Valorificarea identităților culturale în procesele globale”

Contract: POSDRU/89/1.5/S/59758

Beneficiar: ACADEMIA ROMÂNĂ

Parteneri în proiect: (I) UNIVERSITATEA POLITEHNICA București, Facultatea de Mecanică și Mecatronică; (II) UNIVERSITATEA din Craiova



Obiectivele proiectului și domeniile de cercetare:

- 1. Obiectivul general:** Model-pilot de școală postdoctorală prin implicarea a 92 de cercetători postdoctoranzi, în scopul dezvoltării carierei în cercetare, al îmbunătățirii programelor de cercetare postdoctorală în domeniul umanioarelor, al impulsivării și consolidării sectorului de cercetare în științele socioumane din România, pentru sprijinirea economiei românești în dobândirea unor avantaje competitive durabile și micșorarea decalajelor între România și celelalte țări membre ale Uniunii Europene.
- 2. Obiectivele specifice:** Elaborarea și implementarea de noi tehnologii-suport pentru derularea proiectului; formarea și perfecționarea cercetătorilor prin programe postdoctorale
 - Organizarea unor acțiuni de îndrumare a cercetătorilor pe parcursul stagiilor derulate în străinătate
 - Sprijinirea cercetătorilor în participarea la seminarii și conferințe internaționale
 - Organizarea unor sesiuni pentru promovarea egalității de șanse și a dezvoltării durabile
 - Sprijinirea colaborării între universități, institute de cercetare și companii din aria tematică a școlii postdoctorale
 - Dezvoltarea de activități inovatoare în vederea accentuării importanței programelor de cercetare interdisciplinară; crearea de metodologii proprii cu privire la derularea programelor postdoctorale
 - Elaborarea unor ghiduri de bune practici cu privire la schimbul de experiență internațional în aria cercetării în științele socioumane prin programe postdoctorale.
- 3. Domeniile cercetării:** filologie - literatură • științe istorice și arheologie • filosofie, teologie, psihologie, pedagogie • arte, arhitectură și audio-vizual • știința informației • sociologia culturii • antropologie • etnografie și folclor

CUPRINS

INTRODUCERE	
MODELUL TEORETIC ȘI METODOLOGIA LUCRĂRII NOASTRE	9
Valoarea de circulație civilizațională a modelelor de „economie-lume” (economie monde).....	9
Renta de identitate, proprietatea identitară și indicatorii de evaluare a valorii de circulație civilizațională a unei economii.....	11
PARTEA I	
GLOBALIZARE, GLOCALIZARE, CRIZĂ	18
Globalizare versus dinamism identitar.....	18
Criza și fundamentele ei.....	21
Globalizare sau „glocalizare”?	25
De la o etnoeconomie preindustrială la glocalizarea economiei industriale timpurii: cazul Angliei	27
Economia glocalizării.....	29
Globalizarea ca sistem fragil. Cultură și economie în „era turbulențelor”	32
Teoria structurilor emergente: o perspectivă asupra „tranzițiilor”.	35
PARTEA A II-A	
PROPRIETATEA IDENTITARA SI RENTA IDENTITARĂ	39
PARTEA A III-A.....	46
CRIZELE ȘI ECONOMIA-LUME DE TIP EUROPEAN.....	46
<i>Știința economică și fundamentul cultural al crizelor</i>	46
<i>O clasificare a crizelor: ciclice, conjuncturale, sistemice sau civilizaționale</i>	46
<i>Teoriile de generația a treia și problematica crizelor</i>	54
<i>Economia culturală: o perspectivă asupra crizei</i>	56
<i>Economia civilizațională. Fundamentele culturale ale megacrizelor</i>	58
<i>Diseconomia aglomerării</i>	61
Economia de ciclu cultural. Segmente, corpuri, orchestre	65
Economia ca proces creator. Sincronizarea de ritm.....	69
Teoria emergenței e-comerțului ca proces de distrugere creatoare	76
Teoria contingenței și e-comerțul.....	77

PARTEA IV	
DINAMICA SPIRITUALĂ A ECONOMIILOR: CICLURI, VALURI, MEGACICLURI. FENOMENUL BIFURCAȚIILOR	
	78
Câteva precizări introductive	78
Ciclurile Kondratiev și valurile de tip Kondratiev	79
Ciclurile și crizele. Utilitate, valoare, prețuire.....	80
Dependența de ciclu	82
Însușiri și întrebuițări. Fundamentul epistemologic al economiei eronate	83
Fenomenul bifurcațiilor.....	85
O bifurcație civilizațională: similitudini și disparități din perspectiva "regimurilor de meta-bunăstare". Chestiunea crizelor structurale.....	86
PARTEA V	
FUNDAMENTUL POLITIC AL CRIZEI ÎN SOCIETATEA ROMÂNEASCĂ - DISTRIBUȚIA RISCURILOR ÎN SOCIETATEA ROMÂNEASCĂ ȘI EFECTELE SALE ASUPRA POLITICILOR DE PROTECȚIE SOCIALĂ	
	90
Criza și fundamentul cultural al riscurilor: o ipoteză.....	90
Costul de oportunitate al reformei sistemului de protecție și de asistență socială și legea efectului minimizat.....	90
Scena și actorii reformării sistemului. Structura inegalitară a protecției sociale în Europa. Cum și cât de mult își protejează statele europene propriile popoare.....	102
Intervenția statului și legea dublei distribuiri.....	108
PARTEA VI	
O NOUĂ VIZIUNE ASUPRA TRANZIȚIEI EROAREA ESTULUI.....	
	115
Teoria modularității. Carliss Y Baldwin și Kim B Clarck	115
Tranziția ca trecere de la o economie de ciclu la alta	116
Transformarea modularității și teoria economiei de ciclu cultural.....	117
PARTEA VII	
ECONOMIA CULTURALĂ A CRIZELOR TEORIA CONVERSIUNII	
	119
Ipoteza dependenței de ciclu Emoționalitatea economică depresivă	119

Teoria conversiunii sistemelor și problematica crizelor	127
Paradigmele economice și criza actuală.....	136
Relația de conversiune economică.....	140
Conversiunea economică. Religia pieței	145
Hiperfinanciarizarea ca formă a conversiunii dezechilibrante a sistemelor	146
„Turnurile de supraîndatorare” Supraîndatorarea – expresie a crizei relației de conversiune	151
Societatea îndatorării	156
Nașterea societății îndatorate	156
Politicile iluziei de bunăstare	159
Mecanismele îndatorării sau oferta de datorii	161
Îndatorarea ca expresie a conversiunii economice a sistemului natural al generațiilor (corpului demografic) România în noul context al societății îndatorării	164
Economia îndatorării sau calea către « avansul decadent».	
Multiplicatorul ca mecanism al conversiunii economice a sistemului natural al societății.....	164
România și debutul „societății îndatorării”	170
Primele două faze ale economiei îndatorării.....	170
Momentul de cumpănă	174
O alternativă : economia creativă	175
Legea propagării antinomice a inerției	177
PARTEA VIII	
CRIZĂ, FISCALITATE ȘI SOCIETATE	180
Fiscalitatea reală și politica fiscală în societatea românească.....	180
Politica fiscală și riscul inegalității sociale. Coeficientul de echitate fiscală. Fiscalitatea reală	181
Optimul paretian, bunăstarea și pârghiile fiscalității.....	185
Masa impozitată, o categorie înșelătoare. “Altruismul” și “egoismul” categoriilor vizibile: stat, patroni, salariați	187
Legea efectelor asimetrice	190
„Capcana salariului mic”	192
Efecte perverse	196

Volatilitatea sarcinii fiscale și efectele sale asupra gospodăriilor din România	201
Volatilitatea creșterii economice și „incertitudinea persistentă”	201
Politica fiscală volatilă	203
Teoria volatilității și teoria incertitudinii persistente.....	210
Polarizare, volatilitate, creștere lentă	212
Politici fiscale cu efect de distorsionare a redistribuirii bunăstării sociale : inechitate fiscală și volatilitatea sarcinii fiscale în România	214
Volatilitatea sarcinii fiscale și inechitatea fiscală ascunsă	216
APPENDIX	
DIRECȚII NOI PENTRU CERCETARE	222
Tema I: Criza și răspunsul statelor	
Some Considerations on a New Typology of Welfare Regimes.....	222
“Transitions” in the Global Context	222
From The “Wealth Production” To the “Risk Production Societies”	227
A Typology of The Welfare Regimes: Some Thoretical as well as Methodological Considerations	230
Tema a II-a. Managementul strategic și răspunsul la criză	
Frontierele verticale ale firmei. O abordare strategică.....	235
Dilema organizațională și opțiunea firmei pentru integrare pe verticală	238
„În amonte” (upstream), „în aval” (downstream).....	239
Lanțul valorii – o nouă dimensiune a arilor de afacere	242
Către o teorie strategică a firmei	245
BIBLIOGRAFIE.....	249
ADDENDA	
Summary	258
Contents.....	267

ADDENDA

Summary

My research project covers a wide spectrum of complex and challenging issues as the problematic of the foundations of economic crises requires a broader perspective within which economic factors are not the only ones responsible for inducing the causes of actual financial crisis so that other factors like the cultural ones should, also, be embedded in the analysis. This is a perspective focused on the cultural foundations of the economic crises and hence requiring an enlarged sphere of analysis, encompassing multiple facets, including economic factors but not excluding others based on pivotal concepts like the identity quasi-rent and civilization value of different economic systems of the so-called "economie-monde".

Globalization confronted mankind with new opportunities and new perils. One of the dangers of globalization, denounced as such by all theorists, is misleading, i.e. hybridation of cultural mixtures whose effect is the destruction of multiple cultural identities. The effect of globalization is gaining with the price of this destruction and thus with "illness of specificities". Second dangerous effect has been denounced by Howard Bloom, which warns of the threat that some subcultures to take control of the overall perception of humanity. (Howard Bloom: *Global Brain: The Evolution of Mass Mind from The Big Bang to the 21st Century*", Editura Tehnică, Bucharest, 2007). The third type of threat was denounced by the Toynbee by what he called "linguistic desacralization" of humankind, namely "irruption of secular civilization of West from the Cristiana Republica of the Medieval West".

Such a desacralization is equivalent to a collapse of the semantic level of the world, and therefore, as Toynbee showed us, missing out on the access to the mythological and religious strata of the culture or missing out the true power and human health and of civilizations which, in the Toynbean term, depends on the access to the strata of archetypes.

As far as we are concerned, without challenging the negative effects of globalization, we believe that globalization is a process that mediates the emergence of a true universalisation space of the local and therefore effective commissioning of ownership identity. My work will integrate, therefore, an interdisciplinary domain, in which, however, will prevail the approach called "sociology and economy of culture", in the tradition of a prestigious, such as Max Weber, but also in light of the theories of famous sociologists like Tudorel Postolache as well as I. Wallerstein.

Nevertheless, challenging the negative effects of globalization is similar to saying that our modern capitalist system and, consequently, our modern society, reached a bifurcation point as stated by Walerstein who has helped us to formulate several central questions as following: Is the „systemic default of the capitalistic system“²¹⁹ the major cause of the actual crisis? Or, is it „rather a consequence of its major success“²²⁰ These are two major questions that we should address when trying to explain the causes of the actual global financial crisis. We would be inclined to consider that the capitalist system rather failed, leading to such massive disequilibriums as a consequence of its major success: “The basic structural features of capitalism as a world-system operate by certain rules that can be drawn on a chart as a moving upward equilibrium. The problem, as with all structural equilibria of all systems, is that over time the curves tend to move far from equilibrium and it becomes impossible to bring them back to equilibrium. (...)What has made the system move so far from equilibrium? In very brief, it is because over 500 years the three basic costs of capitalist production - personnel, inputs, and taxation - have steadily risen as a percentage of possible sales price, such that today they make it impossible to obtain the large profits from quasi-monopolized production that have always been the basis of significant capital accumulation. It is not because capitalism is failing at what it does best. It is precisely because it has been

²¹⁹ Horst Hanusch, Florian Wackermann. Global Financial Crisis: Causes and Lessons A Neo-Schumpeterian Perspective, p. 2

²²⁰ Ibidem

doing it so well that it has finally undermined the basis of future accumulation."²²¹

We may argue that the capitalist system is always in a dynamic disequilibrium in a Schumpeterian view. The system cannot survive unless the actors involved (e.g. companies etc.) would be able to generate that kind of „genuine profit“ due to innovation process. „Schumpeter's "innovator" with his "creative destruction" is the only theory so far to explain why there is something we call "profit.""²²² Societal evolution was significantly influenced by the so-called “drivers” like "creative destruction" or the ways how the state managed to redistribute wealth through taxation: “Societal evolution was driven (...) by the ways in which states tackled the challenges of raising revenues and managing spending.”²²³ Our question is whether this so-called „genuine profit“ due to innovation process, in a schumpeterian view, is socially and ethically desirable? Or, is this profit the only reason for the existence (*raison d'être*) of the business?

Our research project is being, also, focused on finding out appropriate answers to these fundamentals questions. Thus, we need a new theory which integrates explaining society with explaining the economic process which consumes its so-called "order", i.e., it produces *entropy* says Georgescu Roegen. The concept of entropy leads us to a major concept in economy, i.e. *creative destruction*, explained in one of Schumpeter's famous theory, i.e. *theory of economic innovation*.

A cultural foundation of the actual economic crisis must be traced back for centuries when the tax-states emerged: “(...) the great historical transformation in modern Western European history was neither the emergence of capitalism (Marx) nor the rise of modern rational bureaucracy (Weber), but the transition from the *desmesne* (or *domain*) state –

²²¹ Wallerstein, I. (2008). *The Depression: A Long-Term View*. Fernand Braudel Center, Binghamton University

²²² Peter F. Drucker, *Modern Prophets: Schumpeter and Keynes?*, p. 3, http://www.druckersociety.at/files/p_drucker_proph_en.pdf

²²³ Mick Moore, *The New Fiscal Sociology in Developing Countries*, p. 3, <http://www.psa.ac.uk/cps/2004/moore.pdf>

where government activities were funded from surpluses derived from the rulers own properties – to the *tax state*, that was funded through regularised tax levies on the private sector and private incomes.”²²⁴.

The crisis that rocked the world's most powerful economies of the planet became one of the most terrible challenges for economic science. Great world leaders, from the spiritual to the political leaders have concluded that, in its essence, this world crisis is a moral crisis so that explanations should be sought at the level of its spiritual foundations.

One of the objectives of my research project is being focused on the analysis of the new context in which the actual economic crisis emerged. Analysis should be questioned, therefore, within the framework of the relationship between economy and culture and it is the main goal of our approach. Economic crises are most alarming phenomena within the dynamics of human societies.

They propagate in a way which causes the entire collective mental, being somehow pre-announced through what is happening at the level of the spiritual foundations of economies. The matter was investigated by the great economists and sociologists and however the process of building a theory on the cultural foundations of the economic crises has been delayed.

The delay itself is a part of what we can call the inertia of crisis. The phenomenon is similar to that of the relationship between the wars and the processes of organizing peace. Organization of peace begins long before the end of the war, and after all the energies are concentrated on the process of establishment of peace.

The same happens with the phenomenon of crisis: both during and after their propagation, the minds of politicians are centered on development policy issues, the removal from the crisis and much less on issues such as the crisis itself.

The issue is still more complicated in the context of the megaprocess of globalization, which induces massive deconstructions, disproportions, conflicts, anarchy, profound identity crisis on the scale of the global system as it is presented in the theory of periferialization etc.

²²⁴ Mick Moore, op. cit., p. 4

The paradigm of cultural foundations of crisis has brought into debate the dimension of intellectual capital, as a key factor of competitiveness of economies. Such consideration will move the field of our analysis towards a more focused approach of the distinctions between the "takeoff" elites, and the elites of the crisis, evoking famous theories like Toynbee's theory (on the relationship between the elite and the crisis of civilizations), *take-off* model of economic growth (Rostow), *superimposed class theory* (Eminescu), *the theory of pseudo-culture* (C. Radulescu Motru), *the theory of quasirent*, Schumpeter's *theory of innovation* and last but not least *the theory of „identity rent“* (Tudorel Postolache) etc.

Another objective of my research project will be the re-examination of the relationship between the modern world system and the geoculture of the ending crisis of the cycle of civilisation, as this issue was designed by american scientist, I. Wallerstein.

All this shows us that globalization does not standardize the world nor increases the order of the world, but on the contrary, so a process cannot be thought of as an universal panacea for the world crises of today and of tomorrow.

Arriving at a theory of emergent structures with a perspective on "transitions" in global context is another objective of my research journey as emergent structures are a regularity of periods of sudden or massive changes. The idea of emergence is largely a return to the immanent perspective on phenomena. This tells us that there are immanences in any period that may not be destroyed by revolutions, wars and crises, these immanences might explain some of the changes, especially in periods of transition.

In general, we can say that in any change we must seek a nuclear composition of two opposite and complementary elements: immanent and transcendence, i.e. given elements and superadded elements, which, since they are already added over those given elements (already existing) have the quality of some special qualities.

Immanences are the given of any phenomenon, transcendences are the superadded qualities from the composition of the phenomenon. This is

the "quantum" of change and it helps us to understand the phenomenon of emerging structures.

Economists talk about "emerging markets", i.e. about the birth and consolidation of capital markets, for instance, or the stock markets in so-called "frontier" areas of the system. They are also called frontier markets. The element of the given of that phenomenon is always there, the "element" which is superadded might not be always there, so emerging structures have two facets, these are structures with an ontological deficit, a disequilibrium and structures in equilibrium, good potentiated.

The great challenge is to make the two components ineligible, that is, to develop the theory that helps us to address the phenomena through this nuclear dualism, as *donum* and *superadditum*, as what is given and what is superadded. We invoke some famous theories as to use them for having access to the new aedificie of the new knowledge.

One of the emerging systems' theoretician, I. Wallerstein, considers that the new system of the world, which he called "the modern world system" to distinguish it from the world systems of historical Empires, was born through the emergence in a crisis environment of continental proportions and it was developed through the expansion over the entire planet. What is curious, in his analysis, refers to those elements which make up the given of the phenomenon and those that make up the superadded qualities of the central area (core area), and which may explain the «passionate impulse» which give birth to the system.

Given the aim of my research approach of theoretical reconstruction, we will adjust our methodology to the proposed objectives. My approach fluctuates between a macroperspective and a microperspective of the crisis. Accordingly, the methodology will be adapted to this aggregate of perspectives, so that methods such as that of calculating quasirents of successful firms in the economy will be used.

An approach like the one we adopt within this research project wouldn't be fulfilled without taking into account the necessity of finalizing several applicative elements. In this regard, we propose the elaboration of a set of theoretical and applicative guides (manuals) which, on the one hand, will treat the factors that have led to the emergence of the financial crisis

and, on the other hand, will offer solutions to tackle the effects of the crisis.

We will use various methods of information analysis, based on the principle of plurality of methodologies and information so that the secondary sources of information provided by the statistics from different countries or supranational institutions, statistics, online databases or information provided by articles of journals, will establish the basis for secondary analyses of data. One of the main methods of analysis to be used will be that of case study method.

At the same time, in order to examine the evolution of the crisis, we will use research methodology of the megacycles as the one of the modern world system (1450-2005), a method originated in Wallerstein's studies, using the intersected examination model of the great historic cycle of the modern world system with the last Kondratieff cycle (1945-2005), ending the age of the 20th century, to capture the mutations in the identity property in several countries (preferably Russia, Romania, Germany, especially after the fall of the Berlin Wall).

All of the economists argue that crises are common phenomena, being part of the process of carrying out the economic cycles. In other words, a crisis can be previsioned. The famous Russian economist Kondratiev determined the cycles which bears his name. These cycles are carried out in two phases, growth and decline that ends with an acute crisis, after which the ascending phase follows and so on. In other words, the crises are cyclical phenomena and, as such, they should be included in the methodological settings when determining the temporal series, i.e. secular time series in order to characterize the cyclical incidence of crises. Roubini did the same thing in his book called *Economics of Crises* (published in 2010, two years after the outbreak of the crisis in 2008) as a co-author, with the historian St Mihm.

A theoretical enquiry into the nature of actual crisis should be accompanied by empirical evidence within which such complex *pivot concept* like the *welfare regime approach* would provide theoretical as well as methodological directions for encompassing social, cultural as well as institutional factors in a world confronted with increasing amplitude of asymmetries.

One of my proposed research projects is part of a series of studies on the complex issues of welfare state that might be traced back in 1999 while finalizing my master's thesis in the field of political sociology and welfare policy. Then, I decided to have a better insight in the field of strategic management while studying within a master's degree program (MBA) in Cambridge (U.K.) at Ashcroft International Business School. I realized that the mainstream economics is being influenced by a new so-called "integrated approach" in the science of modern management in which the current economic thoughts are being influenced by a stream of managerial discourses of famous managers (so-called "gurus") from different parts of the world and from various international organizational environments. It is the new way of manifesting the integrated approach on economic as well as managerial thoughts. We are, actually, facing the so-called "managerialism".

My research studies culminated with the award of a PhD Degree in Sociology in 2006 with the thesis entitled "The Vertical Boundaries of the Firm - A Strategic Approach". My research projects, culminating with the award of my PhD Degree in Sociology, were and are still focused on the study of organizations and strategy processes requesting somehow a broader perspective on the foundations of those sudden, unprecedented in its uniqueness of social as well economic phenomena that would lead to massive disruptions in the allocation of resources in the postmodern society, i.e. the crisis.

I realized, then, that developing, also, a sense of cultural awareness of these sudden and massive disruptions in the history of our modern society would, actually, challenge the current economic paradigm seen as being the most important perspective and, probably, regarded as the main theoretical driver for understanding the surrounding reality. In 2011 I had a great opportunity to initiate an extensive research project on the cultural foundations of the crisis as a postdoctoral fellow of the Romanian Academy. As a Fellow of the Romanian Academy's Postdoctoral School "*Harnessing Cultural Identities in the Global Processes*", I examined the issues of welfare regimes within a study period at John Rynalds University Library at Manchester University, UK, elaborating a research project with

participants from Switzerland, Fribourg University (Professor Dr. Heinrich Bortis, President of the Department of Economics, Prof. Dr. Martin Hauser, Director of the Department-UNESCO Chair for the Study of Intercultural and Inter-religious Exchanges, University of Bucharest) as well as from Romania like Professor Dr. Ioan Marginean, Deputy Director of the Research Institute for Quality of Life, Romanian Academy.

Contents

INTRODUCTION	
THEORETICAL MODEL AND METHODOLOGY	9
Civilization Value of "Economie Monde" Models	9
Identity Rent, Identity Property and Indicators for Evaluating Civilization Value of Economy	11
PART I	
GLOBALIZATION, GLOCALIZATION, CRISIS.....	18
Globalization versus Identity Dynamism	18
Crisis and Its Foundations	21
Globalization or „Glocalization“?	25
From the Preindustrial Ethno-Economy to the Glocalization of the Early Industrial Economy: The Case of England	27
Economy of Glocalization	29
Globalization as Fragile System. Culture and Economy in a "Turbulent Era"	32
Theory of Emerging Structures: A Perspective on "Transitions"	35
PART II	
IDENTITY PROPERTY AND IDENTITY RENT	39
PART III	
CRISES AND THE EUROPEAN-TYPE "ECONOMIE MONDE"	46
Economic Science and Cultural Foundation of Crisis.....	46
A Classification of Crises: Cyclical, Conjunctural, Systemic or Civilizational Crises	46
Third- Generation Theories and the Issue of Crises	54
Cultural Economy: A Perspective on Crisis	56
Civilization Economy. Cultural Foundation of Mega-crises	58
Diseconomy of agglomeration	61
Cultural-Cycle Economy. Segments, Orchestras	65
Economy of Creating Process. <i>Synchronicity</i> of the <i>rhythms</i>	69
Theory of e-commerce emergence as the process of creative distruction	76
Theory of Contingency and E-commerce	77

PART IV	
SPIRITUAL DYNAMICS OF ECONOMIES: CYCLES, WAVES, MEGA-CYCLES. PHENOMENON OF BIFURCATION.....	78
Some Introductory Considerations	78
Kondratiev-type Cycles and Kondratiev-type Waves	79
Cycles and Crises. Utility, Value, Appreciation	80
Cycle Dependency	82
Attributes and Uses. Epistemologic Foundation of Erroneous Economies	83
Phenomenon of Bifurcations	85
A Civilization Bifurcation: Similarities and Disparities from the Perspective of "Meta-Welfare Regimes". The Issue of Structural Crises.....	86
PART V	
POLITICAL FOUNDATION OF CRISIS IN THE ROMANIAN SOCIETY – DISTRIBUTION OF RISKS IN THE ROMANIAN SOCIETY AND ITS EFFECTS ON SOCIAL PROTECTION POLICIES.....	90
Crisis and Cultural Foundation of Risks: A Hypothesis	90
Opportunity Cost of Reforming Social Protection System and the Law of Minimized Effect	90
The Stage and Actors of Reforming the System. Inegalitarian Structure of Social Protection in Europe	102
State Intervention and The Law of Double Distribution	108
PART VI	
A NEW VISION ON TRANSITION - THE DELUSION OF THE EAST.....	115
Theory of Modularity. Carliss Y Baldwin and Kim B Clarck	115
Transition as a Passing from a Cyclical Economy to Another.	116
Transformation of Modularity and the Theory of Economy Based on Cultural Cycle	117
PART VII	
CULTURAL ECONOMY OF CRISES - THEORY OF CONVERSION.....	119
Hypothesis of Cycle Dependency - Depressive Economic Emotionality	119

Theory of Systems' Conversion and the Issue of Crises	127
Economic Paradigms and the Present Crisis.....	136
Relation of Economic Conversion.....	140
Economic Conversion. Religion of Market	145
Hiperfinancialization as an Expression of Unbalanced Conversion of Systems	146
„Towers of <i>Hyper-indebtedness</i> ” <i>Hyper-indebtedness</i> – Expression of Crisis of Conversion Relation.....	151
Indebted Society	156
The Born of the Indebted Society	156
Policies of Welfare Illusion	159
The Mechanisms of Indebtedness or the Supply of Debts	161
PART VIII	
CRISIS, FISCALITY AND SOCIETY	180
APPENDIX	
NEW DIRECTIONS FOR RESEARCH	222
Some Considerations on a New Typology of Welfare Regimes.....	222
Strategic Management and the Answer to the Crisis	
Vertical Boundaries of the Firm - A Strategic Approach.....	235
Organizational Dilemma and Firm's Option for Vertical Integration.....	238
Upstream, Downstream	239
Value Chain – A New Dimension of Business Areas	242
Towards a New Theory of the Firm	245
BIBLIOGRAFY.....	249
ADDENDA	
Summary	258
Contents.....	267



Editura Muzeului Național al Literaturii Române

CNCS PN - II - ACRED - ED - 2012 – 0374

Coperta colecției: *AULA MAGNA*

Machetare, tehnoredactare și prezentare grafică:

Victor PREDĂ, Nicolae LOGIN

Logistică editorială și diseminare:

Ovidiu SÎRBU, Radu AMAN

Traducerea sumarului și sintezei, corectură și bun de tipar
asigurate de autor

ISBN 978-973-167-123-9

Apărut trim. II 2013