

**GRANICE FENOMENA GLOBALIZACIJE****THE LIMITS OF THE PHENOMENON OF GLOBALIZATION****Prof. dr Miladin Jovičić\***; Dejan Gračanin, dipl. ek.

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Review paper

**REZIME**

*Cilj autora ovog rada jeste da da kritički pogled na fenomen globalizacije, tačnije, osvrt na njegove granice i prepreke koje nije uspio zaobići ni savladati. Obično se on koristi kao uzrok svih pojava današnjice kako ekonomskih tako i brojnih drugih, pa će utoliko ovaj sadržaj biti interesantniji, jer ćemo vidjeti i jednu drugu stranu u kojoj ovaj fenomen ne vodi glavnu riječ, a što na direktan način utiče na polje ekonomije.*

**Ključne riječi:** globalizacija, fenomen, proces, faktori.

**UVOD**

Gotovo da ne postoji oblast ljudskog djelovanja u kojoj se kao osnovni uzrok promjena ne navodi fenomen globalizacije. Utoliko je definisanje ovog procesa potrebnije i neophodnije, jer ćemo upravo kroz taj dio, i kroz dio koji se odnosi na analizu faktora koji stoje kao prepreke na putu ovog procesa vidjeti njegovu stvarnu snagu, jačinu i moć. Da li globalizacija ruši sve pred sobom? Koje su to granice ovog procesa, i da li on uopšte ima granice? Da li je moguće oko sedam milijardi stanovnika na sedam kontinenata staviti u jedan obrazac ponašanja i djelovanja? Pitanja su brojna, odgovori različiti, često potpuno suprotni. Zato je bavljenje ovim pitanjem vrlo izazovno i podrazumijeva multidisciplinarnost, tačnije, poznavanje

**SUMMARY**

*The objective of the author of this paper is to provide a critical overview on globalization as a phenomenon, or to be more precise, to review its limits and obstacles that it has not achieved to bypass nor overcome. Usually, it is referred as the cause for all the modern day phenomena, of economic kind as well as of many other kinds, which will inasmuch make this paper more interesting because we are going to see also the other side in which this phenomenon is not taking the main word and which directly influences the field of economy.*

**Keywords:** globalization, phenomenon, process, factors.

**INTRODUCTION**

There is almost no sphere of human activity in which the phenomenon of globalization is not mentioned as a main cause of change. Making definition of this process is inasmuch more needed and necessary because we will exactly through this part and the one related to the analysis of the factors that stand as obstacles on the way of this process, realize its true strength, might and power. Is globalization demolishing everything ahead of itself? Where are the boundaries of this process and does it have them at all? Is it possible to fit seven billion inhabitants from seven continents into a single pattern of behaving and operating? The questions are numerous, the answers different, often completely opposite. Therefore, dealing with this issue is very challenging and requires multidisciplinary approach, more precisely, it requires

brojnih oblasti gdje će se sinhronizovanjem i konvergacijom saznanja doći do adekvatnih odgovora.

Izlaganje se sastoji iz dva dijela. Prvi dio govori o razvoju ovog fenomena kroz istoriju i njegovom evolutivnom putu, nakon čega se osvrćemo na definiciju i ključne oblasti koje su njime zahvaćene. U okviru teorijskih koncepata vidjećemo da postoje potpuno oprečna mišljenja o ovoj temi. Drugi dio je namijenjen kritičkom osvrtu, tačnije, faktorima koji govore u prilog činjenici da i ovaj proces ima svoje granice koje su često zanemarene i stavljene u drugi plan. U vidu tri stuba na kojima počiva ljudska stvarnost, i to prirodnom, društvenom i kulturnom predstavljene su najveće prepreke koje ovaj proces nije uspio prevazići.

## ŠTA JE TO GLOBALIZACIJA?

### Istorija fenomena globalizacije

Globalizacija kao fenomen koji je dominantan i koji je nastao u decenijama koje su za nama ima svoj evolutivni i razvojni put. Činjenica da sve ima svoju istoriju, nameće potrebu da prije definisanja samog fenomena globalizacije kažemo nešto više i o procesu njegovog nastanka. Završetkom Drugog svjetskog rata stvara se bipolarni model svjetske privrede u kojem sa jedne strane imamo kapitalistički model i liberalno tržište, a sa druge strane komunistički (socijalistički) model sa centralno-planskom privredom. U toj utakmici kapitalistički sistem pobjeđuje, što je potvrđeno raspadom centralno-planskih privreda sa kraja osamdesetih i početka devedesetih godina. Upravo u tim godinama dolazi do stvaranja formalno jedinstvenih (unificiranih) pravila koja označavaju početak procesa globalizacije. Dakle, on počiva na liberalnom tržištu, slobodi kretanja ljudi, roba, usluga i kapitala, privatnoj svojini i demokratskim sistemima.

the knowledge of numerous fields in which we will through synchronization and convergence of knowledge reach adequate answers.

The presentation consists of two parts. The first part is about the historical development of this phenomenon and its evolutionary way after which we turn to the definition and key fields comprehended by it. We will see that the conflicting opinions related to this subject coexist within theoretical concepts. The second part is designed for the critical review, for the factors that speak for the fact that even this process has its limitations which are very often ignored and given less attention. The greatest obstacles that this process has not managed to overcome are presented as three pillars that the human reality rests on - natural, social and cultural.

## WHAT IS GLOBALISATION?

### History of phenomenon of globalization

Globalization as a dominant phenomenon which was created in decades that are behind us has its own evolutionary and developmental path. The fact that everything has its own history, imposes on us a need that before we define the phenomenon of globalization itself, we say something about the process of its creation. With the end of the World War II the bipolar model of world economy occurs within which on one side we have capitalist model and liberal market and on the other there is a communist (socialist) model with centrally planned economy. The capitalist system has won in this game which is confirmed with the collapse of the centrally planned economies in the late eighties and early nineties. Exactly in those years, the formally unique (unified) rules were created which altogether mark the beginning of the process of globalization. Therefore, it rests on the liberal market, freedom of movement of people, goods, services and capital, private ownership and democratic systems.

## Definicija globalizacije

Jedan od kreatora termina globalizacije jeste američki ekonomista i profesor sa Harvarda Teodor Levit. Veoma je značajan njegov rad na popularizaciji ovog termina, a prvu njegovu definiciju dao je u članku objavljenom 1983. godine o temi „Globalizacija tržišta“. Levit (1983) globalizaciju definiše kao posljedicu transferibilnosti tehnologije, a naročito informacija, tj. njihove proletarizacije. Bitno je istaći da danas ne postoji jedinstvena definicija ovog fenomena. Mnoge od tih definicija razlikuju se u formalnom smislu, ali sadržaj i suština ipak ostaju približni. Ovaj set promjena odnosi se na tri osnovne kategorije, ekonomsku, političku i kulturnu.

*Ekonomska globalizacija* ogleda se u stvaranju jedinstvenog svjetskog tržišta. Žargonski rečeno, stvaranje globalnog sela u kojem je sve dostupno svima, i to po jednakim pravilima, najbolje opisuje činjeničnu situaciju. Protivnici ovog procesa, sa druge strane, tvrde da su ta pravila nametnuta od moćnih multinacionalnih kompanija kako bi postojećim kapitalom onemogućile rađanje konkurenata a, samim tim, i podjelu tržišta. Brojne međunarodne ekonomske, a prije svega finansijske organizacije pospješile su ovaj proces. Navodimo neke od njih: (1) Svjetska trgovinska organizacija - WTO, (2) Organizacija za ekonomsku saradnju i razvoj - OECD, (3) Međunarodni monetarni fond - MMF (IMF), (4) Međunarodna banka za obnovu i razvoj - IBDR, (5) Međunarodno udruženje za razvoj - IDA, (6) Međunarodna finansijska korporacija - IFC, (7) Multilateralna agencija za garantovanje investicija - MIGA, (8) Regionalne banke za razvoj - Interamerička banka - IADB, Afrička banka - AfDB i Azijska banka - AsDB, (9) Banka za međunarodne obračune - BIS, (10) Međunarodna banka za ekonomsku saradnju - MBES, (11) Međunarodna investiciona banka - MIB, (12) Afrička finansijska zajednica - CFA, (13) Evropska investiciona banka - EIB, (14) Evropska banka za obnovu i razvoj - EBRD.

## Definition of globalization

One of the creators of the term globalization is American economist and Harvard professor Theodore Levitt. His work on popularization of this term is of great importance while its first definition he gave in the article published in 1983 about the subject matter entitled “Globalization of Markets”. Levitt (1983). defines globalization as the consequence of the transferability of technology, especially of information and their proletarianization. It is important to emphasize that there is not a unique definition of this phenomenon. Many of those definitions formally differ but the content and the essence remain approximate. This set of changes refers to three main categories: economic, political and cultural.

*The economic globalization* is reflected in the creation of a single world market. Simply speaking, the creation of the global village in which everything is accessible by the same rules to everybody describes the factual situation in the best way. On the other hand, the opponents to this process claim that those rules were imposed by the powerful multinational companies so that they could prevent the occurrence of the competition and hence, the division of the market. Numerous international economic and above all financial organizations improved this process. Here is the list of some of them: (1) World Trade Organization - WTO, (2) Organization for Economic Co-operation and Development - OECD, (3) International Monetary Fund - IMF, (4) International Bank for Reconstruction and Development - IBRD, (5) International Development Association - IDA, (6) International Financial Corporation - IFC, (7) Multilateral Investment Guarantee Agency - MIGA, (8) Regional development banks - Inter - American Development Bank - IADB, African Development Bank - AfDB and Asian Development Bank - AsDB, (9) Bank for International Settlements - BIS, (10) International Bank for Economic Cooperation - MBES, (11) International Investment Bank - MIB, (12) Communauté financière africaine - CFA, (13) European Investment Bank - EIB, (14) European Bank for Reconstruction and Development - EBRD.

*Politička globalizacija* je usko povezana sa ekonomskom globalizacijom. Prisutan je trend sve manjih mogućnosti država da samostalno odlučuju o bitnim pitanjima. Brojne nadnacionalne (naddržavne) organizacije govore u prilog tome. Najbolje to možemo vidjeti na vlastitom primjeru. Evropska unija kao najveća svjetska integracija kreira pravila koja se moraju poštovati. Sve države, a naročito one manje i potpuno zavisne, su faktički nemoćne da o bilo čemu odlučuju samostalno i u okviru svojih granica. I političku globalizaciju su pospješile brojne organizacije nadnacionalnog karaktera, i to: (1) Organizacija ujedinjenih nacija - OUN, (2) Sjeverno-atlanski sporazumni savez - NATO pakt (North Atlantic Treaty Organisation), (3) brojne regionalne organizacije od kojih je najvažnija Evropska unija, kao i mnoge druge.

*Kulturna globalizacija* ogleda se u tome što se usljed kreiranja jedinstvenih pravila na ekonomskom i političkom planu pretpostavlja i ujednačavanje kulturnih obrazaca. Međutim, ovo je vrlo osjetljivo pitanje koje ćemo posebno obraditi u dijelu koji se odnosi na faktoze koji stoje na putu procesa globalizacije. Mnogi ovaj proces smatraju pokušajem amerikanizacije, evropeizacije ili, jednostavno, vesternizacije.

Na kraju ovog dijela neophodno je parafrazirati da je globalizacija proces dinamičnih, tj. neopisivo brzih promjena na svim poljima ljudskog djelovanja, a tome su najviše doprinijele nove tehnologije i informacije koje struje brzinom svjetlosti tokom cijela 24 časa.

### Teorijski koncepti procesa globalizacije

Kada su u pitanju teorijski koncepti, uočljivo je da su oni dijametralno suprotni, preciznije, postoje hiperglobalisti, tj. zagovornici ovog procesa koji samo u njemu vide budućnost, dok, sa druge strane, postoje radikalni protivnici koji ovaj

*The political globalization* is tightly connected to the economic globalization. There is a trend of reduced possibilities for states to decide on important matters on their own. Numerous transnational organizations speak in favor to this. It is best to showcase it through our own example. The European Union as the largest world integration creates rules that have to be obeyed. All countries, especially those smaller and absolutely dependent ones, are factually powerless to decide independently on anything and within their borders. Also, the political globalization was improved by the number of transnational organizations, such as: (1) United Nations - UN, (2) North Atlantic Treaty Organisation - NATO, (3) Numerous regional organizations among which the European Union is the most important one, as well as many others.

*The cultural globalization* is reflected in a fact that it is assumed that parallel to the unique rules being created for the economic and political spheres, the cultural patterns would also be harmonized. However, this is a very sensitive issue that we will in particular treat in the part that refers to the factors standing on the way to globalization. It is considered by many that this process is an attempt of Americanization, Europeanization, or simply, westernization.

At the end of this part it is necessary to paraphrase that globalization is a process of dynamic, so to speak, indescribably quick changes that take place in all fields of human actions which is mostly contributed by the new technologies and information that travel day and night with the speed of light.

### Theoretical concepts of the globalization process

In terms of the theoretical concepts, it is obvious that they are diametrically opposite, or to be more precise, there are hyper globalists or advocates of this process that is the only process they see the future in, while on the other side, there are radical opponents who see this process

proces smatraju prevarom i obmanom nametnutom od strane moćnih krugova. Slična situacija je i u pitanju nastanka ovog fenomena, gdje sa jedne strane imamo one koji dijele mišljenje da se radi o spontanom procesu, dok sa druge imamo stavove da se radi o projektu koji je nametnut. Dakle, mišljenja su oprečna i podijeljena. Pitanja na koje je potrebno dati odgovor glasila bi: Da li je globalizacija pozitivan ili negativan fenomen, tj. da li je globalizacija spontan proces ili isplaniran projekat? Odgovoriti ne možemo sa DA ili NE! To je i kreiran, ali, velikim dijelom, i spontan proces, koji ima svoje pozitivne, ali, sa druge strane, i negativne efekte. Ono oko čega se svi slažu jesu dinamika i brzina promjena, kao i činjenica da niko nije potpuno imun na ove promjene. Digitalizacija i dostupnost informacija, društvene mreže i praktično nepostojanje neupućenih jesu fakti koji govore u prilog tome.

#### FAKTORI KOJI OGRANIČAVAJU PROCES GLOBALIZACIJE

Prvim dijelom izlaganja željeli smo da u kratkim crtama opišemo proces globalizacije kroz historiju, da dotaknemo oblasti u kojima su promjene bile najdominantnije i najupečatljivije, kao i da prikazemo različite stavove u vezi sa ovim promjenama. To je bio dio sadržaja koji je zastupljen u brojnim radovima, međutim, drugi dio, koji će biti predstavljen u nastavku, crpi ključno pitanje koje se odnosi na temu ovog rada. Kritički osvrt na poglede koji sve procese stavljaju pod zvono globalizacije, i samo u njoj vide nepremostivu prepreku, jeste osnovna razlika u pristupu. Vođeni maksimom da svi ovozemaljski procesi imaju početak i kraj, nameće nam se kao nužan zaključak da i globalizacija ima svoje granice. Upravo u nastavku želimo ukazati na neke od tih granica, koje, bez obzira na jačinu i moć fenomena globalizacije, stoje kao tri nepomična stuba, a to su prirodni svijet, društveni život i kulturno bivstvo-

as a fraud and deception imposed by the powerful circles. The situation is similar when it comes to the emergence of this phenomenon because on one side we have those who hold the opinion that the process in question is spontaneous, while on the other side we face the attitudes that it is an imposed project. Therefore, the opinions are contradicted and divided. The questions that need to be answered would be: Is globalization positive or negative phenomenon, that is, whether the globalization is a spontaneous or planned project. We cannot provide answers simply by saying YES or NO! It is a designed process but it is also largely spontaneous which means that it has its positive, but also on the other side, its negative effects. The things that everybody agrees on are the dynamics and the speed of changes as well as the fact that nobody is completely immune to these changes. Digitalization and the accessibility of information, social networks and virtually nonexistence of the uninformed are the facts that speak in favor of this assertion.

#### FACTORS LIMITING THE PROCESS OF GLOBALIZATION

In the first part of this paper, our objective was to describe briefly the process of globalization through history, to refer to the fields in which the changes were the most dominant and impressive, as well as to present different attitudes related to these changes. It is a part of the content that is presented through the topics of many writings, however, while the second part that is going to be presented from now on, derives from the key question that paper addresses. The critical review on opinions that put all the processes under the umbrella of globalization and only in it they see the unbridgeable impediment, is the main difference in approach. Guided by the maxima that all the earthly processes have their beginning and end, the conclusion that even globalization has its limits imposes itself on us. In the follow-up, we intend to designate some of these limitations which, regardless of the strength and powers of the globalization phenomenon, stand as three unmovable pillars and they are: natural world, social

vanje. Šarolikost održava ovaj svijet i čini ga interesantnim, tako da bilo koji pokušaj potpune unifikacije ima svoje granice koje su mnogo ispod tri prethodno nabrojana stuba na kojima počiva stvarnost. Ovo nisu strogo ekonomska pitanja, ali, imajući u vidu da stoje na putu kako drugih tako i ekonomskih promjena, nužno ih je poznavati i razumijevati.

### Prirodno okruženje kao prepreka procesa globalizacije

Pod pretpostavkom da globalizacija predstavlja stvaranje jedinstvenih obrazaca ponašanja usljed poroznosti tehnologije i brzog prenosa informacija razmotrićemo prirodu kao faktor koji stoji na putu ovom procesu. Šarolikost prirode koja utiče na oblikovanje i stvaranje ličnosti i društva u cjelini, a koju kao faktor ne možemo izbjeći jer jednostavno veliki i značajan dio vremena nismo u mogućnosti da biramo tlo pod nogama, utiče i na šarolikost populacije. Najizraženije razlike biće ako napravimo komparaciju južne i sjeverne polulopte (odnos topli morski - hladni planinski krajevi). Razlika nije samo klimatska, ali njenim djelovanjem, razlike u psihološkim tipovima pojedinaca i grupa bivaju još veće, često nepremostive. Da li je onda moguće govoriti o globalnom obrazcu, po kojem će preferencije biti iste? Da li je moguće vladati čitavom zemaljskom kuglom putem jedinstvenih pravila? Da li je moguće ugasiti razlike koje proizilaze iz prirodnog faktora? Svi dosadašnji pokušaji globalnog osvajanja bili su neuspješni, pa tako i ovaj proces ima svoje granice u tački koja je daleko ispod zone minimalnog uslova prirodne šarolikosti. Primjer Evropske unije kao najveće svjetske integracije takođe ima izražene slične elemente usljed prirodne šarolikosti. Topli romanski i hladni germanski narodi imaju nepremostive razlike koje su najvećim dijelom nastale upravo kao proizvod prirodnog faktora. Razlike usljed prirodnih uslova su velike i na nivou pojedinih država, čak i manjih oblasti i regija.

life and cultural existence. Diversity maintains this world and makes it interesting so that any attempt of absolute unification would have its limits much beyond the three aforementioned pillars the reality rests on. These are not strictly economic matters but having in mind that they stand in the way of economic changes as well as of others, it is essential to get to know them and apprehend them.

### Natural environment as the obstacle to the process of globalization

Under the assumption that globalization represents the creation of the unique patterns of behavior due to the porosity of technology and the fast transfer of information, we will consider nature as the factor that stands in the way to this process. The diversity of nature that affects the modeling and creation of personality and the society as a whole, which as a factor cannot be escaped simply because most of the time we are not in a position to choose the soil under our feet, also influences the diversity of population. We will make the most obvious differences if we compare the south and north hemisphere (relation between warm coastal and cold mountain areas). The difference is not only climatic but through its acting, the differences in the psychological types of individuals and groups become even bigger and often unbridgeable. Is it then possible to talk about the global pattern based on which the preferences would be the same? Is it possible to rule the whole planet by the unique rules? Is it possible to abolish the differences that stem from the natural factor? All the former attempts of the global conquest were unsuccessful; thus even this process has its limits within the spot which is way under the zone of minimal precondition of natural diversity. Example of the European Union as the world's largest integration has also expressed similar elements as a result of natural diversity. Warm Roman and cold German peoples have their unbridgeable differences which occurred exactly as a product of a natural factor. The differences which appeared due to the natural conditions are immense even at the level of some countries, as well as at the level of minor areas and regions.

### Društveno uređenje kao prepreka procesa globalizacije

Kao i u slučaju prirodnog okruženja, ni društvene norme nismo uvijek u mogućnosti birati i mijenjati. Za razliku od prirodnih zakona na čije se polje djelovanja može minimalno uticati, društvene norme je kreirao čovjek. Bez obzira na tu činjenicu, mi danas imamo razlike među grupama koje su vrlo velike. Upravo te razlike onemogućavaju potpunu standardizaciju i identifikaciju sa tipom željene jedinice. Ako uzmemo kao primjer evropski kontinent, za kojeg možemo reći da je na najvišem nivou svijesti i razvoja, uočićemo da su i tu razlike vrlo upečatljive. Primjer Engleske, gdje je gotovo sve što je vezano za društveni život potpuno drugačije od susjednih zemalja, najbolje ilustruje situaciju. Englezi voze desnom stranom, piju čaj a ne kafu, imaju drugačije TV frekvencije, uživaju u konjskim trkama itd. Uporedimo li ove i slične primjere, recimo, sa Francuskom, vidjećemo koliko su te razlike velike. Primjeri su životni i obični, ali upravo na njima možemo vidjeti kolika je šarolikost i među grupama koje smatramo sličnim, a kamoli ako u obzir uzememo neke potpuno suprotne krajeve svijeta. Ekonomija kao oblast koja nema granice, u ovom slučaju mora uvažiti društvene norme i prilagođavati se njima.

### Kultura kao prepreka procesa globalizacije

Treći faktor kojeg ćemo analizirati jeste kulturni. To što je posljednji ne znači i da je najmanje bitan, nasuprot, to je faktor koji predstavlja najveću prepreku. Brojni kulturni obrasci i velike razlike među njima daju jednu posebnu notu ili dimenziju šarolikostima o kojima smo već govorili. O primjeru kulturne različitosti najbolje svjedoči religija. Najveće religijske grupe (hrišćanstvo, islam, budizam) toliko su različite da je jedino zajedničko među njima vjera koja

### Social order as an obstacle to the process of globalization

Just like with the case of natural environment, neither we are always in a position to choose and change the social norms. Unlike the natural laws whose field of activity a man can minimally change, social norms were created by him. Regardless of that fact, nowadays we have differences among groups that are substantially big. It is exactly those differences that disable absolute standardization and identification with the type of the desired unit. If we take the European continent for example, for which we can say that it is at the highest level of consciousness and development, we will notice that the differences are even here severely striking. The example of England, in which almost everything related to the social life is absolutely different from what it is in the neighboring countries, best illustrates the situation. The English drive on the right side of road, they drink tea not coffee, have different TV frequencies, enjoy horse races, etc. If we compare these and similar examples with, let us say, France, we will see how great those differences are. The examples are simple and related to life, but exactly on them, we can see how big this diversity is even among the groups which we consider alike, not to mention how different they would be if we considered some completely opposite parts of the world. The economy, being a field with no borders, in this case has to appreciate the social norms and adjust itself to them.

### Culture as an obstacle to the process of globalization

The third factor that we are going to analyze is the cultural one. Last but not least. On the contrary, it is the factor that represents the greatest obstacle. Numerous cultural models and great differences among them give one special note or dimension to the diversity we discussed before. Religions are the best example of the cultural diversity. The largest religious groups (Christianity, Islam, Buddhism) are so different so that the only thing they have in common is faith which is the essence of everything. However, the dif-

je i osnova svega. Međutim, razlike su isto tako upečatljive u okviru pojedinih grupa, pa je unutar hrišćanstva nastala podjela na pravoslavce, katolike i protestante. Pošto je tema rada ekonomska, nećemo se dalje i dublje upuštati u podjele kojih ima na stotine, samo želimo istaći koje su to prepreke, koje čak i jednom od najvećih svjetskih brendova Koka-koli<sup>1</sup> ne omogućavaju da bude podjednako zastupljena u svim državama. Primjer većine arapskih zemalja koje zbog određenih animoziteta izbjegavaju konzumirati ovaj proizvod najbolje oslikava uticaj kulturnog faktora. Ono što je još bitnije jeste to što je u pitanju zastupanje određene ideje. Primjer vjernika koji će prije ostati bez svijesti, nego što će popiti čašu vode kako ne bi prekršio moralne norme u sebi, je nešto što globalizacija još uvijek ne uspijeva srušiti.

## ZAKLJUČAK

Kao što je u uvodu istaknuto, osnovni motiv za pisanje ovog rada bio je pogled na globalizaciju kao fenomen iz jednog drugog, kritičkog ugla. To da je globalizacija izmijenila uslove i poglede na svijet jeste činjenica koja je nepobitna. Posljednjih decenija mnogo toga je izmijenjeno iz korijena, i tu polemike ne postoje. Kao ekonomiste nas interesuje ekonomska dimenzija, ona koja ne bi trebalo da ima prepreke u bilo čemu. Međutim, postoji niz drugih životnih oblasti koje još uvijek ne dozvoljavaju, čak ni ekonomiji, da utiče na oblikovanje i usmjeravanje stvarnosti u željenom smjeru. Upravo je to bila vodilja tokom rada kako bi smo vidjeli da i u svojoj najvećoj ekspanziji globalizacija nije uspjela (bar ne do sada) stopiti sve granice i razlike. Ne ulazeći u to da li je ovo montiran ili spontan proces, pozitivan ili negativan, jer sigurno jeste i jedno i drugo, globalizacija ipak ima svoje granice. Prelaskom na kapitalistički model sa kraja osamdesetih i početka devedetih

<sup>1</sup> Coca-Cola bezalkoholno gazirano piće i istoimena multinacionalna kompanija sa sjedištem u Atlanti osnovana 1892. godine, jedan je od najpoznatijih svjetskih brendova.

ferences within a specific group are in the same way that much striking, so that we differentiate the Orthodox, Catholics and Protestants within Christianity. Since the subject of this paper is of economic type, we would not deal with and go further into the hundreds of subdivisions, but rather emphasize what are the obstacles that do not enable Coca Cola<sup>1</sup>, one of the greatest world brands, to be equally present in all countries. The example of most of the Arab countries which due to certain animosity avoid the consumption of this beverage depicts the influence of cultural factor in the best way. What matters even more is that representation of a certain idea is an issue. The example of a believer who would rather lose their consciousness than have a glass of water so as not to violate moral norms in themselves, is something what globalization has not managed to overthrow.

## CONCLUSION

As it was emphasized in the Introduction, the main motif for writing this paper was the view of globalization as a phenomenon from a different, critical angle. That globalization has altered the preconditions and views of the world, is an irrefutable fact. In last decades, many things have been altered significantly and there is no dilemma about it. Being economists, we are interested in economic dimension, the one that should not have any obstacles in anything. However, there is a set of other fields of life that do not allow even the economy to influence the shaping and directing of reality into the desired course. Precisely that was the guideline of this paper which enabled us to see that even in its expansion, the globalization did not manage (at least not until now) to merge all borders and differences. Without analyzing whether this is a spontaneous or constructed process, positive or negative, because it is for sure both of it, globalization still has its limits. With the shift onto the capitalist model in late eighties and early nineties, many thought that the differences would disappear. But unlike the previous bipolar divi-

<sup>1</sup> Coca Cola, a non-alcoholic beverage and the company with headquarters in Atlanta, established in 1892, is one of the best known world brands.



godina mnogi su smatrali da će nestati razlike, međutim, za razliku od prijašnjeg bipolarnog danas imamo sistem u kojem se nadmeće više polova. Iako još uvijek dominantne SAD (Sjedinjene Američke Države) imaju velike i jake rivale u zemljama dalekog istoka, Japanu, sve jačoj Kini i Indiji, uloga Rusije u poslednjim godinama takođe je značajna, Evropska unija, iako prolazi kroz krizne etape, nikada veća i jača, Brazil kao predvodnik Južne Amerike takođe nije zanemarljiv, iako još daleko ispod pozicije koja ugrožava poredak. Dakle, postavlja se pitanje da li je globalizacija ujedinila i anulirala šarolikosti, ili su one danas još veće i izraženije nego ranih osamdesetih godina? Suština rada jeste da razlike u vidu tri faktora koja smo izložili još uvijek stoje kao tri stuba, koja će i u budućem vremenu biti glavna prepreka svima onima koji žele da prave jedinstvene obrasce, pa makar to pokušavali učiniti i ekonomskim, a ne vojnim putem. Naime, sadržaj rada, iako obuhvata šire polje djelovanja, konačno ima za cilj osvrt na ekonomiju. Naravno, da bi čitalac u potpunosti shvatio suštinu, potrebno je razumijevanje i nekih drugih oblasti, pa je upravo iz tog razloga istaknuto da je potrebna multidisciplinarnost kako bi cjelokupan mozaik bio bistriji i jasniji. Korišteni primjeri su odraz banalnih situacija, s ciljem da čitaocu približe činjenično stanje i to upravo djelovanjem ekonomije.

sion, today we have system in which many poles compete with each other. Although still very dominant, the USA (United States of America) has big and powerful rivals in the Far East countries such as Japan, stronger and stronger China and India, the role of Russia was likewise significant in past years, the European Union, even though it goes through critical periods, has never been bigger and stronger, Brazil, being the leader of the South America is not negligible as well, though still far beyond the position that would jeopardize the system. Therefore, the question arises whether globalization has united and annulled diversities or they are even bigger and more significant today that they were in the early eighties. The point of this paper is to say that the differences existing in the shape of three factors which we explained here stand as three pillars that would in the future time be main obstacle to all those who would wish to create unique models even if they would try to achieve it with economic not military means. Namely, even though it comprehends much wider field of work, the content of this paper has the objective to make a review on economy. Certainly, in order to make a reader absolutely comprehend the essence of this paper, the comprehension of some other areas as well is needed so due to this argument, it is emphasized that the multidisciplinary approach is requested so as to make the overall mosaic clearer and more comprehensive. The examples used here are the reflection of banal situations; their purpose is to explain the factual situation to the reader through economy at work.

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