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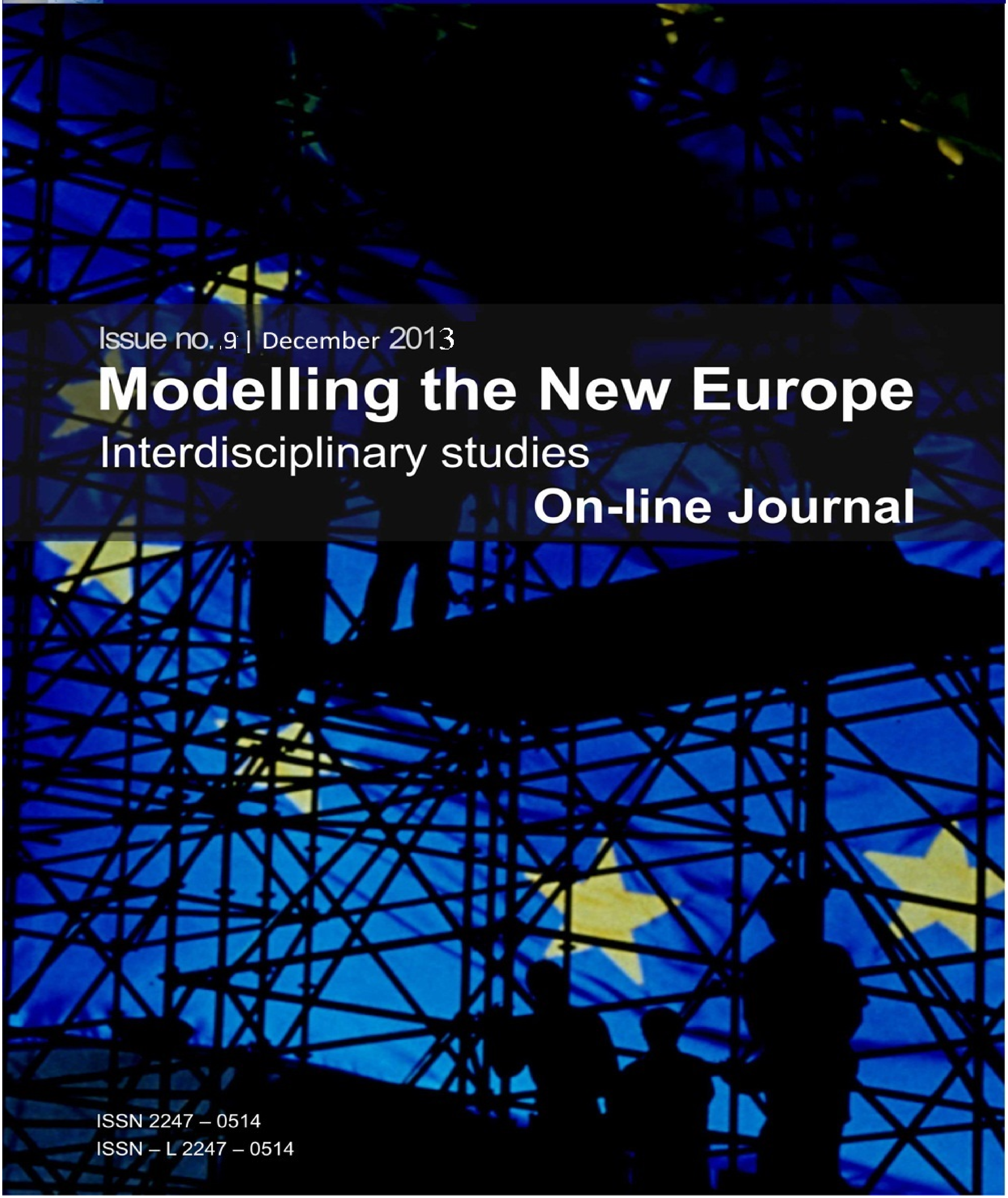

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*The **On-line journal Modelling the New Europe** represents the best way of disseminating the results of the project at a national and international level. The call for papers is opened to every MA or PhD student, young researchers, academic staff interested to promote researches and present different perspectives on the EU.*

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THE EUROPEAN INTEGRATION OF ROMANIA IN THE THINKING OF ADRIAN MARINO

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Abstract: *The European Ideal, perceived as a cultural, social, political and economic normative model, benefits from a tradition of at least two centuries in the Romanian space. Throughout this time the attractiveness of the European model in Romania has manifested itself in various ways, while meeting with numerous obstacles. Alongside the pro-European current, there was also an anti-European ideology flourishing in the interwar period, as well as during the communist regime. After the 1989 Revolution and the collapse of the communist system, the intellectual elites rediscovered and once again spoke freely of the European idea, following several decades of isolation and anti-western propaganda. The two decades elapsed since the Revolution provide us with the necessary temporal detachment so as to analyse the manner in which the European idea was recuperated, discussed and promoted during the first years after 1989.*

In this paper I will focus my analysis on the ideas of one of the most active supporters of Romania's integration into political and economic Euro-Atlantic structures after the 1989 Revolution, namely Adrian Marino. Basing my findings on the main pro-European texts of the author, I will approach the pro-European thinking of the latter from the following perspectives: the discovery of Europe by Romanian culture, Europe`s image in Romanian collective mentality, the obstacles which the European integration of Romania has to face and the pro-European programme of Marino.

Keywords: European idea, European integration, 1989 Revolution, intellectual elites.

This study marks the beginning of a more comprehensive enterprise on the attitude of Romanian intellectual elites towards the European integration of Romania after the 1989 Revolution. I will try to demonstrate in this paper that in Romania, in spite of almost fifty years of totalitarian communist regime, in the first years after the Revolution of 1989 there were powerful voices which sustained and openly advocated the immediate integration of Romania into the European political and economic structures.

The study is structured around two main parts. After a brief introduction to the sinuous evolution of the European idea in the Romanian culture throughout the last two centuries, I will focus my arguments on the studies conducted by the Romanian pro-European intellectual Adrian Marino, which were elaborated in the immediate period after the aforementioned Revolution.

It seems that the interest in intellectual debates centred on Europe is increasing in national circles. In 2010, Oxford University Press published a very interesting collection of 16 studies regarding nationalism and the idea of a united Europe, under the signatures of Justine Lacroix and Kalypso Nicolaïdis. The Romanian contribution to this book was signed by Daniel Barbu from the University of Bucharest, who analysed the works of two important Romanian intellectuals, Mircea Eliade and Constantin Noica. Both had completed their careers before the Revolution of 1989. In this context, we believe that the reflection aimed at the main intellectual attitudes towards the European orientation of Romania, almost a quarter of a century after the Revolution, is more than welcome.[1]

The stances of the Romanian intellectual elites towards the pro-European orientation of Romania after the 1989 Revolution cannot be properly understood without placing this debate in furtherance of a sinuous long-lasting discussion. The attitudes of the Romanian elites towards Western Europe - perceived as a cultural, political, social and economic normative model – during the last two centuries have been diverse and very complex.

In order to facilitate the understanding of this particularly complex relation with the western model, we will try to briefly pinpoint the orientation of Romanian culture and politics over the past two centuries.

First of all, this intricate link has a historical explanation. In approximately two centuries, the Romanian society has experienced three major fractures: firstly, the separation from the East and the orientation towards Western Europe; secondly, once the communist regime had been imposed, the separation from the West and reorientation towards the East. And thirdly, the repudiation of the communist regime and a difficult and hesitant return to the western model. According to Romanian historian Lucian Boia, these repeated fractures accounted for the presence of several competing models which were used so as to give sense and coherence to an “endless transition”. Thus, according to Boia, Romanian modern civilization is “essentially a transition-based civilization”, an interpretation we concur with.[2]

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[1] Justine Lacroix, Kalypso Nicolaïdis (eds.), *European Stories. Intellectual Debates on Europe in National Contexts,* Oxford University Press, Oxford, 2010.

[2] Lucian Boia, *Istorie şi mit în conştiinţa românească*, Humanitas, Bucureşti, 2011, p. 277.

With regard to the first period, namely the separation from the East, most Romanian historians agree that the "first entry into Europe" took place in the 19th century. The signs of this evolution are the following: the gradual transition of the alphabet in the period between 1830 and 1860 and, eventually, the adoption of the Latin alphabet in 1860; the embrace of European fashion by young aristocrats; and perhaps one of the most profound breaks from the past, the implementation of the institutional and legislative system of western European by the Romanian state: constitution, parliament, responsible government, legal codes, university, academia etc., in the 7th decade of the 19th century.[3]

Once the communist regime had been imposed, against the will of the vast majority of intellectual and political elites, but also of ordinary Romanian citizens, the course of Romanian history was dramatically turned towards the East, as the country was engulfed for almost half a century in the USSR's sphere of influence. The former democratic political elites were removed from power, pro-European intellectuals were silenced and the relations with the Western part of the continent were drastically limited. Moreover, the western democratic political system was replaced by the totalitarian communist state.

The third and last stage – the hesitant return to the Western model – occurred after the Revolution of the 1989. The reorientation towards the West was laborious, deterred by the nationalists` resistance, whose main goal was to keep the country in the East.

Adrian Marino 1921-2005

In the following sections I will focus my analysis on the ideas of one of the most active supporters of Romania's integration into political and economic Euro-Atlantic structures after the 1989 Revolution. At the same time, in my opinion, he is one of the most important Romanian intellectuals of the second half of the 20th century. Adrian Marino was born in September 1921 and completed his undergraduate studies in Iași, a city in the north-eastern part of Romania. In 1944, he graduated from the Faculty of Letters, at the University of Bucharest, and between 1944 and 1947, he worked as a Teaching assistant at the same Faculty. In 1949, he was arrested by communist authorities because of his involvement in the activities of the anti-communist National Peasants' Party. He was imprisoned until 1957. After three months of freedom he was once again arrested and deported to a concentration camp for political prisoners, in a state of house arrest, in Bărăgan until 1963. His true vocation, according to the statements he made after 1989, was that of a critic of ideas and an

[3] *Ibidem*, pp. 59-65.

ideologue but, because of communist censorship, he was forced to work in the field of Romanian literary critique and hermeneutics. [4] He became one of the most important Romanian literary critics, his books and studies being recognized and translated into French, Italian, German, Japanese and English.

After the Revolution of 1989, regaining his freedom of thought and being able to pursue his true vocation as a critic of ideas, Marino published several studies in which he openly advocated the European integration of Romania, amongst which we quote *Pentru Europa* (1995), *Revenirea în Europa* (1996), *Al treilea discurs: cultură, ideologie și politică în România. Adrian Marino în dialog cu Sorin Antohi* (2001), *Politică și Cultură: pentru o nouă cultură română* (1996). [5]

He analysed, in his pro-European books and essays, the origins of the European idea within Romanian culture, the obstacles which the latter had to face and proposed a specific integration programme, the so-called *third discourse*.

Marino did not limit himself to publishing pro-European studies and essays, but he also engaged in public life supporting the establishment of several anti-totalitarian and pro-European democratic organizations. In august 1990 he participated, alongside Doina Cornea, in the establishment of the *Anti-totalitarian Democratic Front* (Frontul Democratic Antitotalitar), which would be later transformed into the *Democratic Convention*. He supported the *Civic Alliance* founded by the poet Ana Blandiana and, as a "critic of ideas", through the articles published in the "Dreptatea" and "Cotidianul" newspapers backed the re-establishment of the *National Peasants' Party* under the name *Christian Democratic National Peasants' Party*.

Nevertheless, he never embraced the active political life because, in his opinion, "politics have to be conducted by professional politicians, who are committed to this activity 24 hours per day. Or, I am not a professional of politics of this kind. I am essentially interested only in the ideological and analytical aspect of politics".[6]

In light of the above, I will analyse the pro-European thinking of this author from the following perspectives: the discovery of Europe by Romanian culture, Europe`s image in

[4] See Florina Ilis, *Studiu Introductiv*, pp. IX-XIV, in Florina Ilis (coord.), *Viața, opera și activitatea lui Adrian Marino. Cercetare bibliografică și de referință,* Argonaut, Cluj-Napoca, 2010.

[5] Adrian Marino, *Pentru Europa. Integrarea României – Aspecte ideologice și culturale,* Polirom, Iași, 1995, 2005; *Idem*, *Revenirea în Europa. Idei și controverse românești (1990-1995). Antologie*, Aius, Craiova, 1996; *Idem*, *Al treilea discurs. Cultură, ideologie și politică în România: Adrian Marino în dialog cu Sorin Antohi*, Polirom, Iași, 2001; *Idem*, *Politică și Cultură: pentru o nouă cultură română*, Polirom, Iași, 1996.

[6] Simona Maria Pop, *Adrian Marino. Vârstele devenirii*, Dacia, Cluj-Napoca, 2010, p. 231.

Romanian collective mentality, the obstacles which the European integration of Romania has to face and the pro-European programme of Marino.

The discovery of Europe

Adrian Marino considers that at the end of the 18th century and at the beginning of the 19th century, the Romanian intelligentsia had been going through a genuine “crisis” of European awareness. This is the period when the first signs of spiritual solidarity with western civilization, culture and history, as well as its ideas, values and way of life appeared. The need for and aspiration of being in “Europe”, so as to bring it home, was particularly acute and imperious in this period of time.

Furthermore, this almost magical notion - *Europe* - had a global meaning: admiration and inferiority complex, emulation and envy, hope and revolt, ideal and integration, aspiration for progress, regeneration and rehabilitation.[7]

According to Marino, the fundamental reality of the period was the following: for Romanian illuminists, Europe did not primarily represent a geographical or geopolitical notion, but a cultural and spiritual landmark. It conveyed original values, creations and ideological tendencies; an innovative culture and literature; new and advanced political and social institutions, the achievement of a high level of progress, culture and civilization. But above all, there was a conviction that *Europe* was radiating and fuelling a new cultural process, qualitatively different from anything that Romanians had experienced before that moment. Its sense was equal, Marino argues, to “a real breakage, a transformation and a spiritual revolution”.[8]

The Romanians and the image of Europe

First of all, Marino believes, and we should recognize this as elementary evidence: the Romanian perception of *Europe* was in the past and continues to be a thoroughly differentiated one. For Romanians, *Europe* remains a symbolic term. A deeper analysis

[7] Adrian Marino, *Pentru Europa. Integrarea României – Aspecte ideologice și culturale,* Polirom, Iași, 2005, p. 195.

[8] *Ibidem*, pp. 196-197.

reveals several levels of perception. In the public and spiritual Romanian conscience there are multiple *Europes* which, sometimes, may be treated as contradictory.[9]

The first level of perception is vague, puzzling and it regards an ambiguous geographical placement. We agree with Marino when he asserts that if you ask a Romanian who graduated at least from high-school what kind of country Romania is, he will answer that, obviously, it is a “European country”, “within Europe”. But if you insist and ask him to tell you in what part of Europe Romania is located, there may begin to appear incertitude and hesitation: some of them will say Central Europe, others Eastern Europe and others the Balkans. And all of them are right, according to Marino, as the geographical situation is quite blurred and it is very difficult to reach a clear conclusion in this regard.

The second level of perception is the one that equates *Europe* with foreignness. Most Romanians, after several decades of totalitarian isolation imposed by the communist regime, perceive *Europe* first and foremost as a symbol of foreignness. For many of them it is a doubtful notion. This is a normal reaction for every closed society, with old and powerful defensive traditionalist reflexes, as it was and still is very much the case of the Romanian rural society, Marino claims.[10] We have to make a brief remark at this point. As I have previously said, Marino wrote his pro-European studies in the first years after the 1989 Revolution. These texts depict the Romanian society as it was twenty years ago. Meanwhile, due to the ever increasing contacts of ordinary Romanians from rural areas with Western Europe – especially those numerous young Romanians from rural areas who have had the chance to live and work for longer or shorter periods of time in western countries – I strongly believe that this somewhat reserved attitude towards Europe has changed very much over the past two decades.

In spite of this reticent attitude, Europe was looked at by the Romanians as a “privileged place of affluence, first of all culinary, inconceivable in the country”. Given the conditions in which, especially in the last years of the communist regime, one had to stand in endless lines even for basic food supplies, this becomes a normal reaction. Europe represented, from this point of view, a legitimate aim, “an amazing, incredible realm, a miraculous horn of plenty, an Edenic myth of consumer goods, forbidden to the vast majority of Romanians. And, it has remained the same up to the present day, because pauperism continues.”[11]

[9] *Ibidem*, p. 15.

[10] *Ibidem*, pp. 16-17.

[11] *Ibidem*, p. 18.

From this point of view, Europe was, is and has to remain “a model and an ideal of economic development, organization and productivity”, Marino states. In his opinion, during the past two centuries, Europe symbolized a model of order and legality, of great progress in all areas of activity, of a high level of material and spiritual life, of professional, functional and efficient institutions.

According to Marino, the perceptions presented above represented the image of Europe in the individual conscience of the average Romanian. At a higher level, the idea of a supra-national, federalized, political, institutional and ideological Europe was far less assimilated beyond certain political, intellectual and mass media prominent circles.[12]

The obstacles to Romania’s European integration

According to Marino, Europe is confronted with a hostile ideology and mentality in Romanian culture. After the 1848 Revolution, when Romanian elites were undoubtedly pro-European, in the second half of the 19th century and especially in the period between the two world wars, the dominant ideology in Romania was, as the author affirms, “predominantly nationalist, ethnical, and anti-European”. Albeit there were several voices in favour of the European idea in the interwar period and even a journal entitled *The European Idea* was published between 1919 and 1928, Marino considers that such voices were not very influential. Even though there was and still is a certain European ideology of Romanian expression, it has to face several impediments.[13]

The anti-European reaction is deeply rooted. Hence, Europe is perceived as being imperialistic and expansionistic; it has constantly wanted to conquer us and the list of these conquerors begins with the Romans.

Marino rejects an interpretation of orthodoxy in a nationalist spirit, intolerant and exclusivist, even though he recognizes the important role the Orthodox Church played in the history of the Romanians. He refuses and considers outdated the identification which has been made by some current scholars between the attributes of being orthodox and Romanian. According to this interpretation, you cannot be Romanian if you are not orthodox at the same time. This is an old issue in Romanian culture, with deep roots in interwar history. Fortunately, Marino asserts that this interpretation of Orthodoxy mostly represents only

[12] *Ibidem*, pp. 19-22.

[13] Adrian Marino, “Revenirea în Europa”, in *Revenirea în Europa. Idei și controverse românești (1990-1995). Antologie*, Aius, Craiova, 1996, pp. 195-196; *Idem*, *Pentru Europa*, p. 41.

formal and official reactions of the Church`s hierarchy.[14] He advocated, from this point of view, the constitutional principle entitled the freedom of thought.

The dominant political class, in the year 1995, with the majority of its members formed during the communist regime and in the spirit of anti-western communist ideology, cannot be pro-European, this being yet another obstacle to Romania's European integration. This class opposes western influence because it introduces other ideas, values, organizational and selection criteria, which may represent an immediate threat to its supremacy.[15]

Furthermore, Marino refuses the far left- and right-wing ideologies, profoundly anti-European, which played an important role especially in the interwar period. Antidemocratic by definition, they constantly blamed Europe as the source of all calamities: superficial imitations, denationalization and corruption of the national spirit, cosmopolitism and alienation.[16] However, at present, Marino affirms, this sort of far-right ideology has lost most of its supporters.

According to Marino, there is another important Romanian anti-European obstacle: the ethnical, nationalist, isolationist spirit, located in villages, in other words in the rural community. Marino asserts that the only real chance for the European integration of Romania is the creation and strengthening of an urbanized middle class, a social class which was destroyed by the communist regime.[17]

The pro-European programme of Adrian Marino: bringing Europe at home

In the following paragraphs, I will try to outline the fundamental elements of the pro-European programme of Adrian Marino.

Andrei Marga is probably right in stating that "in Romania, after Eugen Lovinescu, an interwar Romanian intellectual, no one has defended more profoundly and with a more comprehensive culture the project of modernity emerged within the European culture than Adrian Marino".[18]

Marino presents his pro-European programme in terms of the so-called *third discourse*, meaning neither nationalistic isolation nor integration without personality, but an

[14] Marino, *Pentru Europa*, pp. 42-46.

[15] Marino, *Al treilea discurs*, pp. 127;131; *Idem*, *Pentru Europa*, pp. 51-52.

[16] Marino, *Pentru Europa*, p. 49.

[17] Marino, *Pentru Europa*, pp. 52-54; *Idem*, *Al treilea discurs*, pp. 128-130.

[18] Andrei Marga, "Adrian Marino, the European Spirit", in *Studia Europaea,* No. 1/2005, pp. 3-10.

integration which will stimulate a higher synthesis: being simultaneously European and Romanian. According to Marino, the European idea has to represent for Romanians an immediate will to move towards integration into the European spiritual, cultural, political and economic structures.

In his view, the normal development of Romania was brutally interrupted by totalitarian communism. The Romanians have to forget the communist period and carry on the efforts to modernise the country which their forerunners began.

After 1989, Marino pleaded for the foundation of the western-type democracy in Romania and for the integration of the country into the European economic and political supra-national structures.

A *sine qua non* condition for the rootedness of the western-type democracy in Romania is the immediate reconstruction of the middle class, annihilated by the communist regime. Marino considered that only urban man could be "European", because rural society is traditional, closed, isolated and has an instinctive reaction of distrust and defence towards any "foreigner". It cannot think and act in a European spirit. The strengthening of the middle class – the small rural and urban bourgeoisie – and of the civic society represents the social substratum for the Europeanization of the Romanian society.[19]

Besides supporting Romanian integration into the supra-national European economic and political structures, Marino also drew the essential lines of a programme for cultural integration. According to him, beginning with the 18th and 19th centuries, Romanian culture was the outcome of a rapid western synchronization. Located at the confluence of two cultural spheres, Romanian modern culture is full of interferences, ambiguities and even inevitable conflicts.

Given that he is the result of a confluence culture, the Romanian – especially the intellectual, but also the ordinary man – is compelled to be and to become Romanian and European at the same time. To synthesise, in Marino's view, the fundamental cultural objective is the following: by refusing categorically any sort of nationalism, we have to bring Europe home, which means entering Europe: "to behave, act, work, and perhaps create as Romanians, without expatriation, but in a spirit and according to European standards. As high as possible". [20] Or, in other words, "to think, behave, act - culturally speaking, as Europeans, remaining at the same time Romanians; having this dual active conscience."[21]

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[19] Marino, "Revenirea în Europa", p. 197; Marino, *Pentru Europa*, pp. 52-54.

[20] Marino, *Pentru Europa*, p. 84;

[21] Marino, *Pentru Europa*, pp. 91. See also pp. 81-83; 92; *Idem*, *Al treilea discurs*, pp. 51-52.

We agree with the opinion of Romanian researcher Alex Goldiş, who considers that the phrase *bringing Europe home* succeeds in shedding light on the genuine complexity of the European idea, as enunciated by Adrian Marino: the fight for Europe does not represent an attempt to obtain something unknown, but familiar, something that had already been ours.[22]

Adrian Marino was optimistic with regard to the evolution of Romania towards a European-type society and European integration. In a text written in 1994, he stated the following: "even though, at least at present, only a small intellectual, urban and civic elite is profoundly and actively interested in the European idea, we have no doubts that this idea will develop in the period to come, as the social and living conditions of the country will change according to the course outlined above. From a predominantly intellectual phenomenon at present, the European spirit will become more and more of public reality, deeply assimilated."[23]

In conclusion, we can say that Adrian Marino was one of the greatest supporters of European integration of Romania. After 1989, he considered that promoting democratic and liberal development of the Romanian society according to the basic principles of western democracies was his main mission. According to his opinion, the integration and orientation of Romania towards the Euro-Atlantic institutions was the only alternative if Romania was to ever become a democratic and prosperous society.

Even though there were many problems, most of them as a consequence of the totalitarian communist regime, Marino considered that the Europeanness of the Romanian culture was nevertheless an unquestionable reality. The place of democratic Romania lay within Europe, not outside it.

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[22] Alex Goldiş, "Adrian Marino: de la ideea de Europa la ideea de libertate", in *Adrian Marino. În căutarea ideii de libertate și cenzură. Studii*, Argonaut, Cluj-Napoca, 2011, p. 12.

[23] Marino, *Pentru Europa*, p. 55.

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10. Idem, *Politică și Cultură: pentru o nouă cultură română*, Polirom, Iași, 1996.

THE FIRST STEPS TOWARDS A EUROPEAN IDENTITY

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Abstract: *The paper herein is a contest analysis of an official text entitled "Document on The European Identity", signed and assumed in 1973 in Copenhagen by the foreign Ministers of the European Community. In our opinion it is the first authorized document that tried to define the European Identity. Thus, the ideas revealed by the document clarify, to some extent, the concept that was defined as European Identity.*

Keywords: European identity, European Union, Relationships, third countries

European identity[24] is a complex concept that evolved in time and which is difficult to be defined due to its meanings in different fields: psychology, linguistics, history and politics. The specialists that are preoccupied with this subject have tried to define it from different perspectives (political, social, economic and cultural).[25] Consequently, it is difficult to reach a unanimous definition due to its multidisciplinary aspects.

The paper herein is a content analysis of the document entitled *Document on The European Identity*[26] written in December 1973, in Copenhagen, by the Nine Foreign

[24] See the conceptual approach in: Jeffrey T. Checkel, Peter J. Katzenstein, *European Identity*, Cambridge University Press, 2009, Ireneusz Pawel Karolewski, Viktoria Kaina, *European Identity: theoretical perspectives and empirical insight*, LIT Verlang, Munster, 2006, and Michal Krzyzanowski, *The Discursive Construction of European Union: a multi-level approach to discourse and identity in the transforming EU*, Peter Lang, 2010.

[25] See the conceptual approach in Ireneusz Pawel Karolewski, *Citizenship and Collective Identity in Europe*, Routledge, 2009, and Thomas Pedersen, *When Culture Becomes Politics: European Identity in Perspective*, Isd, 2008.

[26] http://www.cvce.eu/obj/declaration_on_european_identity_copenhagen_14_december_1973-en-02798dc9-9c69-4b7d-b2c9-f03a8db7da32.html., 11.11.2013.

Ministers of the European Communities. We have to underline that back then the European Community was made up of nine countries. Accordingly, the signatories of this document were Belgium, Denmark, France, Germany, Ireland, Italy, Luxembourg, the Netherlands and the United Kingdom.

The aim of this scientific work is to analyse and better understand the meaning of this concept. After 21 years since the first attempts to create a political and economic union, the nine member countries properly considered that it was time to move on and elaborate additional documents that could help in consolidating and explaining their unity. The document is structured around three major pillars: unity, relations with the rest of the word and the dynamic nature of European unification.

The Nine Member Countries of the European Communities have decided that the time has come to draw up a document on the European Identity. This will enable them to achieve a better definition of their relations with other countries and of their responsibilities and the place which they occupy in world affairs. They have decided to define the European Identity with the dynamic nature of the Community in mind. They have the intention of carrying the work further in the future in the light of the progress made in the construction of a United Europe.

Defining the European Identity involves:

— reviewing the common heritage, interests and special obligations of the Nine, as well as the degree of unity so far achieved within the Community,

— assessing the extent to which the Nine are already acting together in relation to the rest of the world and the responsibilities which result from this,

— taking into consideration the dynamic nature of European unification.

The first aspect that they underlined and focused on was the *Unity* among them. The past resentments were overcome. Now they are assumed. *Unity*, in their opinion, was the essential feature of their cooperation and more than this was considered a fundamental necessity that could allow them to survive together. Along with this unity, *civilization* is the other aspect that joins them. Moreover, they name the characteristics of the European Identity: democracy, as a form of government, limited governmental powers, absence of corruption, enhanced security, fundamental rights, open government, regulatory enforcement, civil justice, criminal justice, informed justice[27], social justice and respect for human rights.

[27] http://worldjusticeproject.org/what-rule-law, 12.11.2013.

Thus, its features belong to political, economic, social and cultural fields. European identity is strongly linked to the people and the member states are aware of the fact that only with people's support can they achieve it.

I. The Unity of the Nine Member Countries of the Community

1. The Nine European States might have been pushed towards disunity by their history and by selfishly defending misjudged interests. But they have overcome their past enmities and have decided that unity is a basic European necessity to ensure the survival of the civilization which they have in common.

The Nine wish to ensure that the cherished values of their legal, political and moral order are respected, and to preserve the rich variety of their national cultures. Sharing as they do the same attitudes to life, based on a determination to build a society which measures up to the needs of the individual, they are determined to defend the principles of representative democracy, of the rule of law, of social justice — which is the ultimate goal of economic progress — and of respect for human rights. All of these are fundamental elements of the European Identity. The Nine believe that this enterprise corresponds to the deepest aspirations of their peoples who should participate in its realization, particularly through their elected representatives.

The second article brings into discussion the political and economic aspect of the European Identity. *Institutions, common policies and tools for co-operations* are other pillars that the European identity relies on. Being satisfied with the result so far, the leaders took an assumed role to continue the cooperation among them and even more, to go along with it in order to be able to create a European Union.

2. The Nine have the political will to succeed in the construction of a united Europe. On the basis of the Treaties of Paris and Rome setting up the European Communities and of subsequent decisions, they have created a common market, based on a customs union, and have established institutions, common policies and machinery for co-operation. All these are an essential part of the European Identity. The Nine are determined to safeguard the elements which make up the unity they have achieved so far and the fundamental objectives laid down for future development at the Summit Conferences in The Hague and Paris. On the basis of the Luxembourg and Copenhagen reports, the Nine Governments have established a system of political co-operation with a view to determining common attitudes and, where possible and desirable, common action. They propose to develop this further. In accordance *with the decision taken at the Paris conference, the Nine reaffirm their intention of transforming the whole complex of their relations into a European Union before the end of the present decade*.

The European Identity claims cultures. Culture claims civilization. The common European civilization is strongly emphasised here, underlining that the unity of a European Union is also due to the common heritage of the member states.

3. The diversity of cultures within the framework of a common European civilization, the attachment to common values and principles, the increasing convergence of attitudes to life, the awareness of having specific interests in common and the determination to take part in the construction of a United Europe, all give the European Identity its originality and its own dynamism.

The invitation for other member states to join the Community is open. In order to achieve this, one requirement is needed: *to share same ideals and objectives.* Thus, the idea that United Europe as an ongoing process is fully reflected by this openness to others.

4. The construction of a United Europe, which the Nine Member Countries of the Community are undertaking, is open to other European nations who share the same ideals and objectives.

Fully conscious by the fact that the international relations with other countries from different continents should not be neglected, the signatories openly express their wish to foster international development.

5. The European countries have, in the course of their history, developed close ties with many other parts of the world. These relationships, which will continue to evolve, constitute an assurance of progress and international equilibrium.

The idea of unity among the nine member states is reinforced once again, this time in the context of international relations. The international context being changed, the problems on the international political scene becoming more difficult, the only alternative that the nine member states had was to concentrate their efforts so as to create a genuine foreign policy. United in action and opinions, the Nine will be more effective on the international stage if they stay united.

6. Although in the past the European countries were individually able to play a major role on the international scene, present international problems are difficult for any of the Nine to solve alone. International developments and the growing concentration of power and responsibility in the hands of a very small number of great powers mean that Europe must *unite and speak increasingly with one voice if it wants to make itself heard and play its proper role in the world.*

Assuming the role of the world's largest trading group, the Community is open to new economic proposals. Its main aim from an economic perspective is to improve the life of all citizens.

7. The Community, the world's largest trading group, could not be a closed economic entity. It has close links with the rest of the world as regards its supplies and market outlets. For this reason the Community, while remaining in control of its own trading policies, intends to exert a positive influence on world economic relations with a view to the greater well-being of all.

Security policy is nevertheless one of the main aspects of each country's approach. Thus, it is on the agenda of the Nine:

8. The Nine, one of whose essential aims is to maintain peace, will never succeed in doing so if they neglect their own security. Those of them who are members of the Atlantic Alliance consider that in present circumstances there is no alternative to the security provided by the nuclear weapons of the United States and by the presence of North American forces in Europe: and they agree that in the light of the relative military vulnerability of Europe, the Europeans should, if they wish to preserve their independence, hold to their commitments and make constant efforts to ensure that they have adequate means of defense at their disposal.

Unity among the Nine is seen as a benefit for all countries around the world due to the fact that through this unity there are settled down the bases for cooperation with such counties. Thus, their message is a positive one. Having at the core of their actions the United Nations Charter, the Nine will do their best to come along with a common foreign policy that will harm no one. Independence, prosperity, security of all nations are a priority to them.

II. The European Identity in Relation to the World

9. The Europe of the Nine is aware that, as it unites, it takes on new international obligations. European unification is not directed against anyone, nor is it inspired by a desire for power. On the contrary, the Nine are convinced that their union will benefit the whole international community since it will constitute an element of equilibrium and a basis for co-operation with all countries, whatever their size, culture or social system. The Nine intend to play an active role in world affairs and thus to contribute, in accordance with the *purposes and principles of the United Nations Charter, to ensuring that international relations have a more just basis; that the independence and equality of States are better preserved; that prosperity is more equitably shared; and that the security of each country is more effectively guaranteed. In pursuit of these objectives the Nine should progressively define common positions in the sphere of foreign policy.*

This article deals with the mechanisms that the Nine will adopt in future cooperation with third countries. Again, the unity amongst the Nine is reinforced as it is from the very beginning a compulsory aspect in establishing new relations. This entity is to be taken into account during common negotiations. Even if they negotiate in the best interest of their own nations, the agreed common positions of the Nine hold primacy.

10. As the Community progresses towards a common policy in relation to third countries, it will act in accordance with the following principles:

(a) The Nine, acting as a single entity, will strive to promote harmonious and constructive relations with these countries. This should not however jeopardize, hold back or affect the will of the Nine to progress towards European Union within the time limits laid down.

(b) In future when the Nine negotiate collectively with other countries, the institutions and procedures chosen should enable the distinct character of the European entity to be respected.

(c) In bilateral contacts with other countries, the Member States of the Community will increasingly act on the basis of agreed common positions.

Their decision to continue strong relations with the Member Countries of the Council of Europe and with other European countries is a priority of the Nine.

11. The Nine intend to strengthen their links, in the present institutional framework, with the Member Countries of the Council of Europe, and with other European countries with whom they already have friendly relations and close co-operation.

The policy for development aid at the global level becomes an objective of the Nine. They will act accordingly to put into practice this aim which has at its core the regulations of the Paris Summit Declaration.

12. The Nine attach essential importance to the Community's policy of association. Without diminishing the advantages enjoyed by the countries with which it has special relations, the Community intends progressively to put into operation a policy for development aid on a worldwide scale in accordance with the principles and aims set out in the Paris Summit Declaration.

The international relations of the Nine will focus on Mediterranean and African countries. The aim of these relations is to ensure peace, to maintain stability and progress in the area.

13. The Community will implement its undertakings towards the Mediterranean and African countries in order to reinforce its long-standing links with these countries. The Nine intend to preserve their historical links with the countries of the Middle East and to co-operate over the establishment and maintenance of peace, stability and progress in the region.

The Nine and the US had, have and will have good relations due to their common heritage and principles. Fairness and companionship are two of the features that will consolidate their relations.

14. The close ties between the United States and Europe of the Nine — we share values and aspirations based on a common heritage — are mutually beneficial and must be preserved. These ties do not conflict with the determination of the Nine to establish themselves as a distinct and original entity. The Nine intend to maintain their constructive dialogue and to develop their co-operation with the United States on the basis of equality and in a spirit of friendship.

The Organization for Economic Cooperation and Development (OECD), established in 1961, whose mission is to promote policies that will improve the economic and social well-being of people around the world,[28] is a key institution in developing further relations with two industrialized countries such as Japan and Canada.

15. The Nine also remain determined to engage in close co-operation and to pursue a constructive dialogue with the other industrialized countries, such as Japan and Canada, which have an essential role in maintaining an open and balanced world economic system. They appreciate the existing fruitful co-operation with these countries, particularly within the OECD.

The Nine show interest in maintaining respectful relations with the USSR and the Eastern communist countries. They encourage a foreign policy that is mutually advantageous.

16. The Nine have contributed, both individually and collectively to the first results of a policy of détente and co-operation with the USSR and the East European countries. They are determined to carry this policy further forward on a reciprocal basis.

[28] http://www.oecd.org/about/, 11.11.2013.

China is perceived as a major player on the international political stage. Consequently, closer relations with the Chinese Government should be taken into account.

17. Conscious of the major role played by China in international affairs, the Nine intend to intensify their relations with the Chinese Government and to promote exchanges in various fields as well as contacts between European and Chinese leaders.

Cooperation with the Asian countries is an objective which concerns the foreign policy of the Nine. Thus, they show a special economic interest in this area by invoking, within an official document, the Declaration of Intent.

18. The Nine are also aware of the important role played by other Asian countries. They are determined to develop their relations with these countries as is demonstrated, as far as commercial relations are concerned, by the Declaration of Intent made by the Community at the time of its enlargement.

The Nine reiterate their intention to develop future relations with Latin American countries with whom they already have friendly ties. Even more, the agreements that they concluded should be perceived as basic points in the forthcoming cooperation.

19. The Nine are traditionally bound to the Latin American countries by friendly links and many other contacts; they intend to develop these. In this context they attach great importance to the agreements concluded between the European Community and certain Latin American countries.

The welfare of less favoured countries is a main concern of the Nine. They are fully aware that peace cannot be reached if there is a massive economic gap between developed and less developed countries. Moreover, they will concentrate their efforts so as to support this objective.

20. There can be no real peace if the developed countries do not pay more heed to the less favoured nations. Convinced of this fact, and conscious of their responsibilities and particular obligations, the Nine attach very great importance to the struggle against under-development. They are, therefore, resolved to intensify their efforts in the fields of trade and development aid and to strengthen international co-operation to these ends.

The last article from this section is an overall provision expressing the idea of cooperation with third countries. This cooperation will have at the basis the unity of the Nine and their elementary goals.

21. The Nine will participate in international negotiations in an outward-looking spirit, while preserving the fundamental elements of their unity and their basic aims. They are also resolved to contribute to international progress, both through their relations with *third countries and by adopting common positions wherever possible in international organizations, notably the United Nations and the specialized agencies.*

The third pillar expresses the lively nature of the construction of a United Europe. European identity is defined in terms of function. Unity is the characteristic of the European identity. Thus, this unity will be preserved in foreign policy and they will act accordingly in international relations. Future construction of Europe, with regard to unity, will be more easily accomplished.

III. The Dynamic Nature of the Construction of a United Europe

22. The European identity will evolve as a function of the dynamic construction of a United Europe. In their external relations, the Nine propose progressively to undertake the definition of their identity in relation to other countries or groups of countries. They believe that in so doing they will strengthen their own cohesion and contribute to the framing of a genuinely European foreign policy. They are convinced that building up this policy will help them to tackle with confidence and realism further stages in the construction of a United Europe thus making easier the proposed transformation of the whole complex of their relations into a European Union.

Concluding the content analysis of the *Document on The European Identity, 1973, Copenhagen* assumed by the nine foreign Ministers of the European Community, we are entitled to state that unity among them was the main feature of the document. Starting from this unity, European identity characteristics are to be defined. The unity among them leads to the construction of the European Union, while paving the way for negotiating internationally. This unity among them shapes the European Identity.

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DEPUIS LA COMMUNAUTÉ ÉCONOMIQUE ET SOCIALE JUSQU'À LA COMMUNAUTÉ DES VALEURS. LA CRISE ÉCONOMIQUE-FINANCIÈRE[29] - UN ACCÉLÉRATEUR D'UN NOUVEAU PARADIGME?

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Abstract: *The current crisis of the European Union expands beyond its economic and financial nature, by encompassing a profound crisis of values. The latter is all the more sinuous as it manifests itself amid an increase in the democratic deficit EU citizens tend to express, a concept which remains essentially doubtful. Hence, a new paradigm is needed; one that values the paramount role the EU is likely to play in the global world, whilst developing a genuine conscience and a clearer path regarding its outcome. Several models have emerged in this regard, each with its specific challenges and opportunities, as this study aims to emphasise.*

Keywords: crisis, values, conscience, identity, symbols.

Nous, les peuples de l'Europe… la formule est émouvante; l'Europe, dévastée par les deux guerres mondiales, semble avoir redécouvert la vocation de l'unité. Mais il faut *vouloir vivre* avec autrui, d'un people à l'autre, pour pouvoir ébaucher une architecture institutionnelle qui puisse répondre aux aspirations et aux problèmes actuels.

La rénovation européenne semble être fondée sur quatre points essentiels:

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[29] Sur la crise économique-financière, voir aussi : Dragoş Păun, *Drumul României către Euro*, PUC, 2011; Napoleon Pop, Valeriu Ioan-Franc, *Spre o monedă globală*, Éd. Expert, 2013; Joseph E. Stiglitz, *Freefall: America, Free Markets, and the Sinking of the World Economy*, W. W. Norton, 2010; Christian Suter, Mark Herkenrath, *World Society in the Global Economic Crisis*, LIT Verlag Münster, 2012; Howard Davies, *The Financial Crisis: Who is to Blame*, Polity, 2010; Robert W. Kolb, *Sovereign Debt: From Safety to Default*, John Wiley & Sons, 2011.

1. Le système est trop compliqué et généralement illisible même pour un citoyen avisé. Il faut être inventeur de la simplicité (où est le charme de la polis grecque antique?), ce qui s'achève seulement par une clarification des compétences et par l'établissement d'un agenda politique compréhensible.
2. L'augmentation du nombre des États membres est le principal défi lors de préparer et prendre les décisions, pour le rôle de la présidence de l'Union, mais c'est un problème de gestion politique et administrative aussi sévère que la réforme des institutions.
3. La méthode communautaire[30] (y compris les institutions qui existent de nos jours, créées en 1957) a prouvé ses capacités, dans le contexte où il y avait des coïncidences irréfutables entre sa rigoureuse mise en pratique et les avancements de la construction européenne. Ceci permet la préparation des décisions, tout en garantissant la surveillance des règles du jeu européen commun; elles sont appliquées soit par les instances communautaires, soit par les États membres. Selon Delors: « plus nous sommes nombreux, plus la méthode communautaire est utile pour les objectifs envisagés; plus nous sommes nombreux, moins le Conseil européen pourra traiter tous les problèmes ; alors, il est nécessaire d'avoir une institution qui soit présente tout le temps pour l'Europe ». Voici les mots d'une personne qui, pour dix ans (7 janvier 1985 – 31 décembre 1994), a été le président de la Commission européenne.[31]
4. La subsidiarité devrait être une préoccupation essentielle de l'Union européenne. La subsidiarité est un état d'esprit, une croyance qu'il faut laisser à l'homme le sentiment des droits dont il jouit, des obligations et des possibilités d'agir, non seulement sur le plan individuel, mais aussi pour son destin collectif, dans les communautés auxquelles il appartient.[32]

Comment fructifier ces fermentations sur le plan local ? Comment transformer ce cadre dans une situation prolifique, dans une cohérence de l'ensemble politique d'un projet européen ? En ce qui concerne la subsidiarité, au-delà de son aspect philosophique, au-delà du fait qu'on parle du « déficit démocratique », il s'impose un peu de prudence.[33]

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[30] Deirdre Curtin, Ramses A. Wessel, *Good Governance and the European Union: Reflections on Concepts, Institutions and Substance*, Intersentia, 2005, p. 109.

[31] Helen Drake, *Jacques Delors: Perspectives on a European* Leader, Routledge, 2013, p. 1.

[32] Voir: Chantal Millon-Delsol, *Statul subsidiar*, EFES, Cluj-Napoca, 1999.

[33] V. Bekkers, *Governance and the Democratic Deficit: Assessing the Democratic Legitimacy of Governance Practices*, Ashgate Publishing, 2007, pp. 223-225.

Le déficit démocratique de l'Union européenne ? Certains sont scandalisés par la façon dont ce sujet est traité ; le problème est présenté d'une telle manière qu'il laisse l'impression qu'à l'intérieur des grandes démocraties européennes, à l'intérieur des nations, la démocratie fonctionne d'une façon parfaite, lorsque les *individus* deviendront, de plus en plus, des *personnes* participantes à l'achèvement du destin commun d'un pays. Non, il ne s'agit pas du « déficit démocratique ». Il ne faut pas demander à l'Europe de résoudre tous les problèmes particuliers, mais de s'occuper seulement des problèmes qui la concernent. Pour le moment, la souveraineté et la citoyenneté se manifestent à l'intérieur de l'État-nation, comme un double aspect de la souveraineté d'État : d'une part, la souveraineté intérieure, fondée sur le respect des droits individuels, des lois, et, d'autre part, la souveraineté extérieure, qui consiste en protéger tes intérêts, avec la limitation de garder et de permettre l'autonomie d'autres pays (la *non-ingérence* des théories classiques de la gouvernance)[34]. Comment parvenir à fractionner, à partager cette souveraineté et à en appliquer une partie au niveau européen, quand la citoyenneté (partie de la souveraineté) est attachée à la nation ? Pas du tout simple ! Il ne faut pas attendre de miracles, mais on saurait imaginer que, par le plus simple fonctionnement institutionnel, on peut avoir davantage de subsidiarité et de démocratie exercées plus facilement par le citoyen.

Si les nations se sont vraiment construites à travers des siècles, on ne peut pas bâtir l'Europe exactement de la même façon. Ce qu'on oublie souvent est que ces nations ont été fondées sur l'objectif de vivre ensemble. Or, le plus important pour l'Europe, c'est de créer cet objectif de vivre ensemble. « *Nous, les peuples de l'Europe… »*

Revenant au syntagme antérieur, il devient clair qu'on ne peut aimer aucun taux d'accroissement, aucun marché commun ; un langage clair et des objectifs limités seront nécessaires (« la solidarité de facto », « les petits pas ») pour créer, et puis consolider, cet objectif de vivre ensemble.

Un gouvernement véritable est d'autant plus désirable que nous vivons dans une époque de modernisation : on a besoin de gérer les interdépendances globales, pour organiser la globalisation. L'Europe deviendra, depuis l'objet politique non identifiable de Delors, un objet identifiable, si elle reçoit un gouvernement ou, en langage institutionnel, un exécutif européen. Si nous voulons que l'Europe ait une culture politique, alors nous, les citoyens européens (c'est-à-dire les citoyens de leurs pays, mais qui se sentent aussi une partie de

[34] B. A. Roberson, *International Society and the Development of International Relations* Theory, Continuum, 2002, p. 213.

l'aventure collective européenne), nous avons besoin d'un exécutif qui représente l'Europe sur le plan extérieur, et auquel nous pouvons demander des explications sur le plan intérieur.

Le décès de l'Europe des petits pas est visible. Il n'y a plus de temps pour les petits pas, même si les nationalistes le souhaitent. C'est parce que, lorsque l'histoire commence à faire des sauts, il faut la suivre dans le même rythme, si on ne veut pas tomber en déclin et déchoir. Les petits pas étaient destinés par Schuman-Monnet à une évolution « certaine et invisible », à la création d'une solidarité de facto, jusqu'à ce que l'Europe soit indubitablement née, c'est-à-dire qu'elle abandonne le cadre national de réflexion. Il semble que cet abandon ait été fait plus par les populations que par les gouvernements (moins par l'Union européenne que par la simple réalité des télécommunications et des autoroutes) ; l'Union européenne doit rattraper du point de vue institutionnel le saut fait par beaucoup des Européens habituels.

Pourquoi cet état de décès ? À cause du manque des valeurs acceptées: le nationalisme a été laissé en arrière, les frontières se sont estompées, mais on n'a pas relevé d'autres valeurs politiques qui remplacent le déficit dans la passion politique des peuples de l'Europe. L'usure et la segmentation des pays membres de l'UE les ont mis seulement dans la posture de conduire les affaires d'État dans le cadre d'une souveraineté limitée. L'Europe d'après 1995 n'a ni gloire, ni pouvoir nutritif pour la politique, au niveau global, elle est privée d'une responsabilité commune – le monde veut un ensemble européen fort, imposant, mais personne n'en analyse les fondements à l'intérieur.

Cependant, de nos jours, il ne s'agit plus ni de l'euro-sclérose des années '80 - '85[35], ni de la manifestation de l'europessimisme. Il s'agit d'une asthénie liée à *la façon dont on exige la construction de l'unité européenne :* la diversité de l'Europe est clamée sous rapport touristique, on accepte le droit à la différence, mais personne en Europe ne trouve d'inspiration dans le droit d'être différent; on aime les différences historiques-ancestrales, mais pas celles de volonté. Autrement dit, la subsidiarité, tellement souhaitée, ne fonctionne pas. Une Europe, seulement au nom d'Europe ne serait qu'une profonde exténuation politique, une nécrose des fois et des esprits européistes.

L'Europe comme une somme de patries ? Nous pourrions opposer aux idées de De Gaulle la réplique de Metternich de 1815 « Ma patrie est L'Europe »[36] - à l'époque, probablement, une Europe créée par la réunion morale-politique-sociale des royaumes et des

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[35] David P. Calleo, *Rethinking Europe's Future*, Princeton University Press, 2003, pp. 166-167.

[36] Adam Watson, *The Evolution of International Society: A Comparative Historical Analysis*, Routledge, 2009, p. 183.

empires européens. Le rejet d'une patrie européenne commune ne signifie pas *mutandis mundis*, la reconnaissance d'une identité politique fondée sur un conglomérat de patriotismes. À cet égard, le slogan qui est au fondement du Traité d'Amsterdam est : « on unit des personnes et non pas des États ». La difficulté de l'Europe des citoyens comme principe de gouvernement (instituée par ce traité) provient justement du fait que l'Union européenne n'est pas une unité des citoyens (ce qui s'opposerait aux principes de la démocratie libérale des pays membres), mais des États souverains.

Les partisans d'une Europe des patries estiment que la diffusion de la loyauté des citoyens dans un espace politique considérablement élargi (l'Union européenne) affaiblirait irrémédiablement l'attachement à leurs propres États-nations, ce qui mènera vers la disparition de ces-derniers. La thèse est extrême et spécieuse. De ce point de vue, le Conseil des Ministres a la responsabilité publique, parce que les ministres des affaires étrangères sont responsables devant les parlements nationaux. Le principal problème de l'Europe est représenté justement par la concentration d'une bureaucratie qui ne répond pas suffisamment et qui a une capacité de représentation incertaine.

L'Europe ne peut pas être construite comme un ensemble des sociétés libres, unies par les mêmes formes de solidarité, mais seulement comme résultat du franchissement des divisions artificielles et profondément ancrées dans les consciences. Penser que l'Europe se construit par un élargissement progressif du marché commun n'est qu'un rêve estival d'un comptable. L'Europe peut être construite seulement sur une conscience européenne, et cette conscience doit englober tous les efforts faits vers une solidarité étendue par chaque société et offrir de nouveaux fondements au monde civilisé, dans lequel nous nous retrouvons, tout en renforçant les autres héritages de Rome, d'Athènes et de Jérusalem.[37] Les nouveaux fondements sont des éléments qu'un système d'enseignement vraiment européen saurait infuser dans la conscience des jeunes européens : alors, on peut poser la question : comment est-ce que le collège et l'université favorisent la connaissance de l'histoire européenne, de l'art européen, des valeurs de ce continent qui est, premièrement, un monde de la culture ? Il faut voir combien les jeunes européens sont imprégnés par une identité européenne, combien d'émulation il y a pour donner aux jeunes le sentiment qu'ils appartiennent à une famille, à une nation, à un continent qui a excellé à travers l'histoire.

[37] Wolfgang Huber, *Christian Responsibility and Communicative Freedom: A Challenge for the Future of Pluralistic Societies,* LIT Verlag Münster, 2012, p. 91.

En outre, il faut saluer l'apparition de ces générations paneuropéennes, qui, depuis l'école maternelle jusqu'au collège, passent leurs vacances dans de différents pays de l'Europe.

Pour les plus jeunes, la politique identitaire de l'Union européenne est beaucoup plus facile à appliquer: au-delà des monnaies euro en chocolat, des drapeaux, un personnage animé est apparu: *le Capitaine Euro* (Marque enregistrée de *Twelve Stars Communication*). *Le Capitaine Euro* est présenté comme totalement multiculturel et apolitique, et il symbolise la nouvelle culture populaire européenne ; c'est le superman de l'Europe, robuste, musclé, le symbole de l'unité européenne, aussi bien que de ses valeurs. Il soutient la justice, la paix, il transmet de la bonne volonté et, évidemment, il est polyglotte. Sa partenaire est la princesse Europe (appartenant à la Mythologie de la Grèce antique) et, ensemble, ils réunissent des millions de personnes. Par comparaison avec les autres symboles de l'européisme – l'euro, le drapeau décoré de 12 étoiles, l'hymne – il est innocent, facile à accepter, et rapidement agréé par les jeunes. *Le Capitaine Euro* a été souvent utilisé par la Commission européenne, afin de promouvoir ses programmes communautaires, surtout lors du lancement de la monnaie unique européenne, en 1999.[38]

Parler des valeurs communes dans la dichotomie Europe – c'est-à-dire Union européenne – et les États-Unis d'Amérique, c'est une figure de style, héritée d'un discours à l'autre, de John F. Kennedy à nos jours. Quelles valeurs communes ? La génération de Dean Acheson ou John Foster Dulles, qui avait une connaissance livresque de l'Europe et de ses origines grecques et latines, n'existe plus. Les pères du Plan Marshall et de l'Alliance de l'Atlantique Nord, partageaient avec leurs homologues européens certaines valeurs ; leur générosité visionnaire faisait partie d'un projet clair, issu de l'éprit des Lumières ; le but en était la réconciliation des Européens avec eux-mêmes, à l'aide du pouvoir militaire et économique des États-Unis. Leur générosité n'excluait pas l'intérêt, mais c'était plus que ça.
Mais qu'est-ce qui se passe aujourd'hui ? Si un rideau de velours n'est pas tombé au long de l'Atlantique, en tout cas, les différences qui séparent l'Est et l'Ouest de l'Océan sont plus visibles que les similarités.

La recherche identitaire dans l'UE est aujourd'hui, en 2013, après des années de crise profonde, une solution presque désespérée…

La fin structurelle de l'Union européenne pose des problèmes. On peut donner au moins trois réponses à la question « Comment sera-t-elle, l'Europe ? »:

[38] Johan Fornäs, *Signifying Europe*, Intellect Books, 2012, pp. 33-42.

La première serait une Europe à géométrie variable (Kerneuropa[39], la stratégie des cercles concentriques), qui implique une intégration différentiée par des objectifs divers, ayant comme conséquence un décalage irréversible entre un noyau dur et les pays retardés dans le processus d'intégration. Par exemple, mais aussi en tant que précédent, nous pouvons parler de la manière de fonctionnement de l'espace Schengen, de l'Union de l'Europe Occidentale, ou bien de la Zone euro.

La deuxième serait une Europe à plusieurs vitesses (Abgestufte Integration)[40]. C'est aussi une stratégie d'intégration différentiée, dont les objectifs sont communs, mais un groupe de pays court le risque d'initier une politique ou un programme.

Finalement, il y a l'Europe à la carte[41] (opt-in, opt-out, Ad libitum integration) - c'est une stratégie d'intégration différentiée, où un État membre peut maintenir un minimum d'objectifs communs, mais il peut opter pour la participation limitée à une politique ou à une autre (par exemple l'implication limitée de la Grande Bretagne dans les paquets post-crise).

La question majeure qui reste, pour le moment, sans réponse, est liée à la manière dont L'Union européenne peut répondre, par ses institutions, aux citoyens, c'est-à-dire quelle est la légitimité qu'elle peut trouver dans leurs yeux ? Il est difficile d'imaginer comment on peut solutionner un tel double dilemme par une dose de « démocratie directe », comme l'élection du Président de la Commission européenne, ou bien l'implication des parlements nationaux pour qu'ils acquièrent des compétences dans les affaires européennes.

La légitimité et la cohérence de l'Union européenne vont de pair. Pourtant, qui saurait dire qui est le vrai responsable au sein de l'Union européenne, lorsque les États membres, d'une part, se sont mis d'accord à partager leur souveraineté, mais, d'autre part, ils refusent à tracer pour l'UE les lignes les plus simples et même les plus étroites – comme celles qui permettent aux citoyens de demander la démission d'un gouvernent qu'ils ont choisi eux-mêmes d'une manière démocratique, et de le remplacer par l'opposition. En plus, certains eurosceptiques donnent l'impression que le système institutionnel de l'Union européenne est au bord de l'abîme, au point d'effondrement, d'autant plus que l'élargissement vers l'est rend la situation plus difficile, qu'il empêche l'intégration des États faibles et pauvres, avec des citoyens préoccupés par l'accès à un développement économique rapide, le tout superposé sur

[39] Francis Cheneval, *Legitimationsgrundlagen der Europäischen Union*, LIT Verlag Münster, 2005, pp. 273-285.

[40] Andreas Grimmel, Cord Jakobeit, *Politische Theorien der Europäischen Integration*, Springer DE, 2009, p. 205.

[41] Michelle Cini, *European Union Politics*, Oxford University Press, 2007, p. 397.

le manque d'enthousiasme paneuropéen dans les démocraties les plus matures de l'Europe de l'ouest.

Le fait que L'Union européenne est devenue le sujet d'un genre semi-populiste de pressions - qui posent des problèmes à toutes les organisations internationales – certifie une réalité fondamentale : le « rééchelonnement » de la démocratie (ou la reconfiguration de la démocratie), pour correspondre à une réalité de plus en plus éloignée et globalisée, n'est pas seulement une caractéristique de l'Europe. Bien sûr, les nations européennes sont allées plus loin que toutes les autres régions de la Terre, afin de créer des liaisons qui unifient leurs destins et pour mettre le gouvernement au centre.

Ceci dit, en dépit de ses vices et vertus, L'Union européenne a le mérite énorme d'être appréciée justement pour le fait qu'elle existe.

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DEPRECIATION IMPACT ON PROFESSIONAL PUBLIC AUDITORS - EUROPEAN REQUIREMENT TO IMPROVE PERFORMANCE INTERNAL AUDIT

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Abstract: *The economic o downturn and the recession have adversely affected the budgetary entities. This led to the emergence of new risks, which contributed to the public audit accommodation to these challenges, by enhancing the methods and techniques of risk analysis and advancing the performance of the public internal audit.*

The performance impairment analysis of the public internal audit, using the mathematical modelling methods, serves to attest usability of these reaserch mathematical methods in the public internal audit practice and it contributes to ensuring its performance.

This approach analyzes the influence of reducing the budgetary credit allocated to the auditors professional training, due to blocking the class promotions and the professional degrees, reducing the salary costs by 15,5% , by unpaid leave in November and December 2009[42]*, reducing by 25% the budgetary branch, starting in July 2010*[43] *using the revenue auditors depreciation functions* **(t) = se^{-xt},** *the stuff's professional training funds* **c(t) = p(e^{qt} – 1),** *the professional training costs* **k = v(t) + p(t)**, *and* **k = se^{-xt} + p(eq^{t} – 1)** *and the professional impairment speed* **k(t)' = t** $\frac{pqe^{t(q+x)} - sx}{e^{xt+1}}$.

Keywords: public internal audit, professional impairment, mathematical modelling, costs, audits performance.

Introduction

In the current economic context, the uncertainty and instability are risks which tend to generalize, they condition the public entities to accommodate to these circumstances through

[42] Law 329/2010 on the reorganization of public authorities and institutions, rationalization of public expenditures;

[43] Law 118/2010 on measures necessary to restore budgetary balance;

continuous improvement of the management of resources and fraud admonition. This improvement is possible by adopting more efficient and effective methods and techniques, which will have to ensure an ever higher level of competence and accuracy risk treatment. The public internal audit performance is ensured through efficency, effectiveness, economy and quality, and it aims for the risk management, continuous evaluation of the public entity's control system and certainty of a high level of resource efficency, effectiveness and economy management. The public internal audit evaluation of the risk management system, enforced through the new conditions, is only possible through the audit authority, which can be accomplished through professional training and by using more complex risk analysis methods and techniques, by estimating the performance[44] measuring indicators system of the public entity and the audit[45] structure, but also by ensuring audit quality by respecting the independence, objectivity and competence of auditors, compliance with the code of ethics and regulatory framework and normalization.

The technical and socio-economic development defined the ideologists statement of the paradigm "information society to knowledge society"[46]. Under this circumstances, the public entity is forced to design a risk management system of a piece with the new direction. So far, the approach to risk prevention could not achieve the objectives of the entity, considering its diversity and complexity are in an upward trend. In this situation, it is necessary to develop a risk management system to prevent these disorders through a new approach, auditors authority orientated analyzed through mathematic modelling methods[47], in order to ensure a high degree of accuracy and reliability. The mathematic modelling aplication assessing the training of public internal auditors involves skills through multidisciplinary training, in order to ensure the performance of the audit and its objectives. The development of the strategy, planning and decisions of the public internal audit through mathematic modelling, has to rest upon a appropiate treatment of the risks which manifest through vitiating competence, method shown below.

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[44] Brătian C., (2010) – *Rolul diagnosticului organizaţional în îmbunătăţirea performanţei firmei,* Universitatea Babeş – Bolyai, Facultatea de Ştiinţe Economice şi Gestiunea Afacerilor Napoca;

[45] Internal Auditors Institute, 2007 - *1300 Quality Assurance and Improvement Program;*

[46] Drăgănescu M., (2007) – *Societatea informaţională şi a cunoaşterii. Vectorii societăţii cunoaşterii,* Academia Română, Bucureşti;

[47] Greene, H. W. (1993) - *Econometric Analysis*, New York, Macmillan Publishing Company;

The importance of using mathematical modeling to analyze depreciation of professional public internal auditors is given by providing a new approach to this issue, which highlights the need to establish the extent of auditors' professional impairment using mathematical analysis methods based on mathematical modeling. This approach was born from the need to accommodate the public internal audit to the present economic recession requirements, to which public entities are also subjected, whereby the funding level of the stuff professional training in the budgetary branch is in continuous decrease, in relation to the salary level of the audit, which suffered decessions and promotion steps and professional degrees were not achieved.

By using the auditors professional impairment assessment methods proposed, the contribution to the audit development by using mathematical modeling is ensured and it has the following advantages:

- assurance of a planning of the audotirs professional training by scientificly analyzing its developing needs and orientation towards new resources (access to external funds, the conclusion of protocols and participation in dissemination or meetings organized by local branches of the Chamber of Auditors of the Branch of Chartered Accountants and Licensed Accountants of Romania);

- provides a developing needs treatment of the auditors at a high level of accuracy and can ensure the entity performance through a superior approach of the professional development plan by using efficient, effective and economic financial resources;

- basic knowledge of mathematics, although these requirements are mandatory for certification of auditors;

- developing the auditors skills in using these methods, through the training plan, as a legal obligation towards the professional training;

- the goal of this approach issues from its title respectively, to show the negative impact of the funding costs decrease on the auditors professional training, depending on the salary level and the impact on the performance of the public internal audit. The working hypothesis underlying this socio-economic phenomenon, can be drawn from this goal, to draw attention to the negative effects it generates over the deficient training :

- by reducing the funding level of the auditors professional training, is there a professional loss?
- does the auditors professional loss affect the audit's performance towards the analyzed entity?

This approach applies for conceptual assignation of the public internal audit performance, research method and the method of analysis of the evolution[48] of the auditor's loss on mathematical modeling. The approach continues by establishing the mathematic analysis functions which underlay the professional depreciation and the application of this functions concerning the empirical research. In order to apply the mathematic analysis method based on the suggested mathematic functions, it was considered the assessing of the average salary of the auditors of the regulatory framework in the field of contractual staff salaries in the public sector and the necessary funding for training, by establishing the funding need to the Giurgiu county, in relation to the number of educational non-educational rules available on 01.10.2012 in the Giurgiu County school network. The approach ends with the coclusions drawn from this research.

The research method used to develop this scientific approach was quatitative analysed[49], based on the mathematic analysing tools. This analysis has been accomplished by using the mathematic modelling methods in order to bind the professional loss of the public internal auditors from the pre-university education, concerning the decreas of the public entities budget in the research area, for professional training.

The research method used to accomplish this approach was based on the next steps:

- establishing the goals and the assumptions;
- empirical quantitative research based on the suggested assumptions;
- analysis of the results based on the mathematic modelling methods and techniques;
- establishing the conclusions and communications / dissemination, concerning the acknowledgement or invalidation of the assumptions.

[48] Makridakis S., Wheelwright S. C., McGee, V. E. (1983) - *Forecasting: Methods and Applications,* Second Edition, New York, John Wiley& Sons;

[49] Chelcea S., (2007) - sociological research methodology, quantitative and qualitative methods, Third Edition, Publishing House, Bucharest;

The argument of this scientific endeavor is the new approach of the audit professional training evaluation, based on the mathematic modelling. Also, this approach is a new perspective towards the goals evaluation concerning the audit professional training planning, which should ensure the audit performance and should also bring value to the public entity.

The research area of our approach was established by the public entities, which organised a public internal audit structure, from the pre-university education. regarding the empirical research, the research area was established by analysing the salary level and the costs funding for the audit professional training in relation to the rules number available at 01.10.2012 and the student number on educational levels, in Giurgiu County School Inspectorate.

1. Conceptual insights concerning the public internal audit performance and the professional depreciation

The public internal audit performance is the indicators sum whish define the efficiency, effectiveness and quality of the public internal audit and establish the ability of the public entity audit structure to manage the risk efficient, effective and economic[50], by continuous evaluation of the internal control and participation in achieving the public entity goals, by using the specific methods, techniques and tools.

Efficiency is defined as the ratio of the results obtained and the total costs involved in that activity[51]. It concerns the audit activity analysis in terms of the used resources, professional training and aptness, obiectivity and independence, the heard area, the risks management, the burden of assignments on the auditors and the results acquired by following the recommendations and the links between these indicators.

Effectiveness is the activity that produces expected effects and it has a positive result, or the ratio between the acquired results and programmed results. In the current work, the audit effectiveness externalizes in the audit planning and professional training, the audit communication and approval, audit procedures, tools and techniques used.

Economy is the minimization of the resources costs for achieving an activity estimated results, by maintaining the correct quality of the results. In this context, economy

[50] Dobrotă N. (1999) - Dictionary of Economics, Economic Publishing House, Bucharest;

[51] Court of Accounts (2005) - Performance Audit Manual, Bucharest;

means to achieve the goals established in the audit planning, with a low resource usage, without prejudicing the audit quality.

The public internal audit quality is achieved by gaging the activities that ensure the audit efficiency, effectiveness and economy, keeping the professional ethics standards (independence, integrity and auditors behavoiur), professional aptness, auditors expeerience, understanding of the heard structure and audit evaluation.

The auditors professional depreciation means the professional loss to which the public internal auditors are subjected, as an outcome of the economic compulsions, which also acts over the public entities. The auditors professional depreciation is being bind through the mathematic modelling[52], method used by the audit structure leader or by the public internal auditors in case of entities that border the audit structure with a single auditor, for professional evaluation of the auditors and professional training planning.

2. The public internal audit professional depreciation analysis based on mathematic modelling

To comply with the regulation and anealing circumstance , 672 Law and 5281[53] dictate, the public internal auditors are forced to defer to the professional aptenss principle, to ensure a good management of the entity resources. According to this duty the regulation and anealing results, the public entity management has the duty to yearly ensure 15 days of professional training for the public internal auditors. The current socio-economic conjunction doesn’t allow the costs funding for the professional training of the public entity from the research area, the budgetary decrease also affected the public internal audit from the public entity and contributed to the professional loss of the audit value. the audit professional training directly affect the audit and public entity performance, through efficient, effective and economic management of the risks and ensurence of the goals achievement.

[52] Roger P. (1991) – Les outils de la modélisation financière, Ed. PUF, Paris;

[53] Law 672 of 2002 on the internal audit, updated in 2011, and Minister of Education and Youth no. 5281 2003 for approval of the organization and exercise of internal audit in the Ministry of Education and subordinate units;

The reasoning behind the usage of the exponential function in analysing the audit professional training depreciation was based on its decreasing attribute (for $0 < a < 1$, where $f(x) = a^{-x}$) given by the decreasing of the salary costs by 15,5% through unpaid leave in november and december 2009, 25% decrease of the salary starting in july 2010, blocking the class promotion by the budget laws, shown in Table 1. Educational funding. Also, the ascending attribute of the exponential function f(x) = , for $a > 1$, which shows the evolution of the professional training funding.

Table 1. Educational funding thousands of lei

Normative and yearly deed **Field**	**Law 18/2009 Year 2009**	**Law 11/2010 Yearl 2010**	**Law 286/2011 Year 2011**	**Law 293/2012 Year 2012**	**Law 5/2013 Year 2013**
Education	6.346.711	4.914.502	4.169.909	4.167.186	3.972.836

Source: Author Proiection

The audit professional value loss can be calculated using mathematic modelling according to the next function:

$$\mathbf{v(t) = se^{-xt}}, \qquad (1)$$

$$\mathbf{v(t) = s/e^{xt};}$$

where:

v(t) = the speed of the professional training depreciation in the moment t, in which the auditor does not take part of the development;

s = average employment salary of the auditors;

$\mathbf{e^{-xt}}$ = decreasing exponential function of the natural logarith with base 1;

x = ratio between s and the maximum employment salary of the auditors, auditor class I A[54].

For public entity, the audit professional training means costs and it will highlight under the following function form:

$$\mathbf{c(t) = p(e^{qt} - 1)}, \qquad (2)$$

where:

c(t) = costs concerning the stuff development in the moment t;

p = costs concerning the auditors professional training over the analyzed cycle t;

$\mathbf{e^{qt}}$ = ascenfing exponential function of the natural logarith with base 1;

q = ratio between p and the maximum costs concerning the stuff development;

The cost concerning the auditors development k(t), comes from the amalgamation of relation (1) and (2) and the result will be the function:

$$\mathbf{k(t) = v(t) + c(t)}, \qquad (3),$$

$$\mathbf{k(t) = se^{-xt} + p\ (e^{qt} - 1);}$$

As we showed, from relation (1), the speed of the professional depreciation, means that the function v(t) is a decreasing function as an effect of the auditors salary level depreciation, by limitating the audit class promotion, decreasing the salaries, from 2010 until now.

[54] Law 284 of 2010 on the unified budget staff salaries, cap. II, lit. A, section 1, para. b) decentralized services - education, though this law does not apply, the framing is identical to the application of EO 10 of 2008 as amended on some salary increases in the public sector, where public sector salaries were reduced in 2010 by 25% and increased in 2012 by 7.5%, 8.5% and 15%. Act 284 was used for ease of calculation;

For the exact minimum speed of the audit professional depreciation for a time t, we drifted relation (3) from which:

k(t)' = s(-xt)e$^{\mathbf{-xt-1}}$ + pqte$^{\mathbf{qt-1}}$ e$^{\mathbf{-xt-1}}$ + pqte$^{\mathbf{qt-1}}$; (4)

k(t)' = pqte$^{\mathbf{qt-1}}$pqte$^{\mathbf{qt-1}}$ -sxt$^{\mathbf{-xt-1}}$ e$^{\mathbf{-xt-1}}$

k(t)' = pqte$^{\mathbf{qt-1}}$pqte$^{\mathbf{qt-1}}$ -sxt$^{\mathbf{-xt+1}}$ e$^{\mathbf{-xt+1}}$

$$k(t)' = t\left(pqte^{qt-1} - \frac{sx}{e^{xt+1}}\right);$$

$$k(t)' = t\left(\frac{pqe^{qt-1}e^{xt+1} - sx}{e^{xt+1}}\right);$$

$$k(t)' = t\left(\frac{pqe^{qt-1+xt+1} - sx}{e^{xt+1}}\right);$$

$$\mathbf{k(t)'} = \left(\frac{pqe^{t(q+x)} - sx}{e^{xt+1}}\right); \qquad (5)$$

For k(t)' there are given values of t = 0,5years; t = 1,0 year; t = 1,5 years; t = 2,0 years.

3. Evaluation of the public audit professional depreciation

The calculation of the public internal audit professional depreciation started from finding s in relation (1), by establishing the average salary of the auditor, starting from bordering according to the regulation area established by OU 10 from 2008 updated and improved, on steps and professional degrees, shown in Table 2. Auditors salary

Table 2. Auditors salary lei

Age **Step**	**Baze lei**	**3-5 years**	**5-10 years**	**10-15 years**	**15-20 years**	**Over 20 years**	**Mean lei**
Auditor I A	2.166	2.334	2.454	2.574	2.640	2.706	2.712
Auditor I	1.692	1.824	1.914	2.010	2.064	2.112	1.936
Auditor II	1.320	1.422	1.494	1.572	1.614	1.650	1.512

Salariul mediu	**2.053**

Source: Law 284 from 2010 concerning the budgetary stuff salary, cap. II, lit. A, point 1, alin b), serves–education andi OU 10 / 2008

The amounts established in Table 2. Auditors salary, contain the 25% accession given to the auditors for their work complexity. This table shows that concerning the pre-university education, the average employment salary is 2.053,00 lei.

Establishing $\mathbf{e^{-xt}}$, we calculated x by the ratio between the average emplyment salary (2.053 lei) and the maximum employment salary for the professional class I A and the maximum age established over 20 years (2.712 lei), for a cycle of time t calculated (t = 0,5 years; t = 1 year; t = 2,0 years), therefor $\mathbf{e^{-xt} = e^{-0,75t}}$.

By appling the results from relation (1), we have $\mathbf{v(t) = se^{-0,75t}}$, where s = 2.053 lei.

Establishing the costs of the professional training, was synthetized in Table 3. Financial level concerning the professional training of the educational stuff, based on the calculation[55] factors.

Table 3. Financial level concerning the professional training of the educational stuff

Educational area / Educational level	**Rural**			**Urban**		
	Students no.	**Coeficient**	**Value (lei)**	**Students no.**	**Coeficient**	**Value (lei)**
Kindergarden	4.185	228	954.180	1.829	268	490.172
Firstschool	8.953	212	1.898.036	3.625	272	986.000
Middleschool	8.124	227	1844.148	3.215	283	884.375
Highschool (superior and inferior level)	1.039	244	253.516	5.846	305	1.783.030
Total lei			**4.949.880**			**4.143.577**
Total lei rural and urban						**9.093.457**
Total number of norms 01.10.2012						**3.357,13**

[55] Resolution no. 1274 of 2011 on the standard cost per preschool / student in 2012 Appendix 4 for zone 1 for classification Giurgiu County;

Source: The educational plan and the existing function state at 01.10.2012 at Giurgiu County School Inspectorate, approved by MEN.

The funds needed for the educational stuff was calculated by reporting a amount for the county (9.093.457 lei), to the total number of existing norms, 3.357,13 norms, resulting the necessary funds for each educational and non-educational norm, 2.708 lei / year, for professional development.

By appling these results in relation (2), we have **p = 2.708** and $\mathbf{e^{qt} = e^{0,03t}}$, where q is calculated through the ratio between de funds necessary for the stuff development (2.708 lei), and the total number of resources necessary for each county (9.093.457 lei). Therefor, we have $\mathbf{c(t) = p(e^{0,03t} - 1)}$, from where we have relation (3), $\mathbf{k(t) = se^{-0,75t} + p(e^{0,03t} - 1).}$

In order to find out the audit professional depreciation based on the costs concerning professional development, from relation (1) for t = 0,5 - 2,0 years, the following results show:

for t = 0,5 years, $se^{-0,75*0,5} = 0,687$, $se^{-0,375} = 2.053 * 0,687 = 1.410$ lei;

- for t = 1 year, $se^{-0,75*1} = 0,472$, $se^{-0,75} = 2.053 * 0,472 = 969$ lei;
- for t = 1,5 years, $se^{-0,75*1,5} = 0,324$, $se^{-1,125} = 2.053 * 0,324 = 665$ lei;
- for t = 2,0 years, $se^{-0,75*2} = 0,223$, $se^{-1,5} = 2.053 * 0,223 = 458$ lei;

For establishing the costs concerning the professional training funds, from relation (2) for t = 0,5 - 2,0 years, the following results show:

- for t = 0,5 years, $pe^{0,03*0,5} = 1,015$, $pe^{0,015} = 2.708 * 1,015 = 2.748$ lei;
- for t = 1,0 year, $pe^{0,03} = 1,030$, $pe^{0,030} = 2.708 * 1,030 = 2.789$ lei;
- for t = 1,5 years, $pe^{0,03*1,5} = 1,046$, $pe^{0,045} = 2.708 * 1,046 = 2.832$ lei;
- for t = 2,0 years, $pe^{0,03*2} = 1,082$, $pe^{0,06} = 2.708 * 1,082 = 2.930$ lei.

The evolution of the professional depreciation based on the costs for education stuff development, shown in Table 4. Evolution of the professional depreciation based on the costs for the professional training, results in the following:

Table 4. Evolution of the professional depreciation based on the costs for the professional training

t (years)	$\mathbf{e^{-xt}}$	$\mathbf{se^{-xt}}$ **lei**	$\mathbf{e^{qt}}$	$\mathbf{pe^{qt}}$ **lei**	$\mathbf{se^{-xt} + pe^{qt}}$ **lei**
0,5	0,687	1410	1,015	2.748	4158
1,0	0,472	969	1,030	2.789	3758
1,5	0,324	665	1,046	2.832	3497
2,0	0,223	458	1,082	2.930	3388
		decreasing		ascending	

Source: Author Proiection

From the results in Table 4. Evolution of the professional depreciation based on the costs for the professional training, we can tell that the professional training level , given by the depreciation function **v (t)** = se^{-xt}, decreases from 1.410 lei over a period without development participation of 0,5 years, to 458 lei where t = 2,0 years of not participatin at the development. The enhance of the costs for the professional training, calculated with the ascending function **c(t)** = pe^{qt} , shows that the needs for professional training are enhancing from 2.748 lei at t = 0,5 years of not participating to 2.930 lei at t = 2,0 years of not participating. The situation is affected by the effect of a diminished average employment salary, also depreciated by the blocking of degree promotion, compared with the necessities for professional training and decrease of the number of norms in pre-university education, given by the value of s and x, from the relation $\mathbf{se^{-xt}}$. From the relation $\mathbf{se^{-xt} + pe^{xt}}$, we can see that the speed of the professional depreciation **($\mathbf{se^{-xt}}$)** affects the funds for the professional training by decreasing the funds from 4.158 lei at t = 0,5 years, to 3388 lei at t = 2,0 years.

The analysis of the relation between the depreciation of the professional training of the auditors and the funds level, result form the relation (3) and is shown in Table 5. Corelation between the professional training depreciation and the entity costs, we obtain:

for t = 0,5: $\frac{2053}{e^{0,75*0,5}} = \frac{2053}{e^{0,375}} = \frac{2053}{1,454} = 1412$;

for t = 1,0: $\frac{2053}{e^{0,75*1}} = \frac{2053}{e^{0,75}} = \frac{2053}{2,117} = 969$;

for t = 1,5: $\frac{2053}{e^{0,75*1,5}} = \frac{2053}{e^{1,125}} = \frac{2053}{3,080} = 667$;

for t = 2,0: $\frac{2053}{e^{0,75*2}} = \frac{2053}{e^{1,5}} = \frac{2053}{4,481} = 458;$

For c (t) = p(e^{qt} – 1), for t = 0,5 – 2,0 years, we have:

For t = 0,5: p(e^{qt} – 1) = p($e^{0,015}$ – 1) = 2.748 (1,015 – 1) = 412;

For t = 1,0: p(e^{qt} – 1) = p($e^{0,030}$ – 1) = 2.789 (1,030 – 1) = 836;

For t = 1,5: p(e^{qt} – 1) = p($e^{0,045}$ – 1) = 2.839 (1,045 – 1) = 1.277;

For t = 2,0: p(e^{qt} – 1) = p($e^{0,060}$ – 1) = 2.930 (1,082 – 1) = 2.402.

Table 5. Corelation between the professional training depreciation and the entity costs

lei

t (year)	**se $^{-xt}$**	$\frac{s}{e^{xt}}$	**pe** ^{qt}	**p (e^{qt} – 1)**	**se^{-xt} + pe^{qt}**	**k(t)**
0,5	1410	1412	2.748	412	4158	1824
1,0	969	969	2.789	836	3758	1805
1,5	665	667	2.832	1.277	3497	1944
2,0	458	458	2.930	2.402	3388	2860
	decreasing	decreasing	ascending	Ascending	decreasing	ascending

Source: Author Proiection

From Table 5. Corelation between the professional training depreciation and the entity costs , the expression p (e^{qt} – 1) shows that, after 2 years (moment t = 2,0 years), the auditor professional depreciation exceeds its employment salary, 2402 lei compared to 2053 lei, taken as balance point. The relation **pe** means the evolution of the public entity costs for the auditors professional training and it showa its rise from the moment t = 0,5 years at 2748 lei, to the moment t = 2 years at 2930 lei. The costs of the public entity concerning the auditors professional depreciation, shown through the relation k(t) from the table, have an ascending evolution based on the professional depreciation of the auditors, from the moment t = 0,5 at 1824 lei, to t = 2 years at 2860 lei.

This development affects the audit performance by diminishing the audit capacity to being exposed to the risks of not detectiong the hears goals.

For establishing the impact of the speed of the auditors performance depreciation and their performance , by drifting the relation (4), k(t)' = t $k(t)' = t\frac{pqe^{t(q+x)} - sx}{e^{xt+1}}$, for t standing between t = 0,5 and t = 4,0 years, we have Table 6. The impact of the professional depreciation on the auditors professional ability:

For t = 0,5: $0,5\frac{2708*0,03*e^{0,5(0,03+0,75)} - 2053*0,75}{e^{0,75*0,5+1}} = -179,49$;

For t = 1,0: $1\frac{2708*0,03*e^{1(0,03+0,75)} - 2053*0,75}{e^{0,75*1+1}} = -236,80$;

For t = 1,5: $1,5\frac{2708*0,03*e^{1,5(0,03+0,75)} - 2053*0,75}{e^{0,75*1,5+1}} = -299,00$;

For t = 2,0: $2\frac{2708*0,03*e^{2(0,03+0,75} - 2053*0,75}{e^{0,75*2+1}} = -179,90$;

For t = 3,0: $3\frac{2708*0,03*e^{3(0,03+0,75)} - 2053*0,75}{e^{0,75*3+1}} = -98,07$;

For t = 4,0: $4\frac{2708*0,03*e^{4(0,03+0,75)} - 2053*0,75}{e^{0,75*4+1}} = 21,94$;

Table 6. The impact of the professional depreciation on the auditors professional ability

t (years)	0,5	1,0	1,5	2,0	3,0	4,0
k(t)'	-179,49	-236,80	-299,90	-179,90	-98,07	+21,94

Source: Author Proiection

From function k(t)’ we can see the salary level and the funding level of the auditors professional training, depreciated in time, from the moment t = 0,5 years k(t)’ = - 179,49 lei until the moment t = 1,5 years where k(t)’ = - 299,90, this being the maximum action value of s*x, with negative value concerning the auditors development costs (given by the relation $pqe^{t(q+x)}$). This value is the balance point in which the costs and the costs concerning the auditors development exceed the auditors salary (from moment t = 2,0 years at kk’ = - 179,90 bigger then k’ = - 299,90 at moment t = 1,5 years), until the moment t = 4,0 years in which the value of k’ = 21,94, when this value is positive. At this moment, t = 4,0 years at k’ = 21,94, the audit professional training will be directed towards professional reconversion, concidering the investment for the development activity can’t achieve its goal anymore.

4. Conclusions

Using mathematic modelling in public internal audit, contributes to the rise of the audit part in the public entity, by scientific evaluation of the risks, and planning of the auditors professional training and detecting their development needs.

From this scientific approach we can conclude that the work assumptions on which the empirical research is based, are confirmed:

- by aplling the mathematic modelling methods in analysing the professional depreciation of the public internal auditors, we can see that the blocking of the step promotion and professional degree, the diminishing of the stuff norms in the research area, the diminishing of the budgets for the public entity professional training. The decrease of this activity's funding leads to the loss of the auditors professional training with a considerable speed of depreciation, compared to the time calculated up to 4 years, while the economic downturn indicators act (the low funding of the professional training and the salary motivation of the auditors is blocked), which end with professional reorientation.
- The public internal audit performance is affected by the auditors professional loss, by aptness decrease. The aptness decrease leads to the rise of public entity risks vulnerability (caused by the new challenges of technical development and the huge volume of information concerning the public entity) and the audit management quality is no longer ensured, also the efficient, effective and economic use of resources.

Although these deficiencies can be rectified by outsourcing the audit, the problem with the risk management concerning the public entity can't be mended, from the following points of view:

- the audit based on a contract, can only be manifested on the goals level established by the contract and can only be exerted concerning financial-accountant management, the outher activities (human resources, juridic, educational checkout) are not being heard, compared to the public internal audit, which hears all the public entity activities;
- by practice it has been determined that the external audit, which carries out the entity audit based on contract, is independent of management, meaning that, in

order to keep the contract, the external auditors lay down audit reports in a management acceptable form.

The current approach shows that the usage of mathematic modelling in analysing the auditors professional depreciation, is an accesible and efficient tool for auditors, but also to human resources managers. Professional impairment analysis in the audit structure ensures the detection of training needs of staff within this structure and provides efficient, effective and economic financial resources for training. All together it ensures the political orientation concerning the professional development of the human resources towards other sources: accessing european funding, public internal auditors participation to the monthly meetings organised by local branches of the Body of Expert and Licensed Accountants of Romania, local Chambers of Accounts based protocols concluded by public entities and the professional institutes.

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*** Legea 672 din 2002 privind auditul public intern, actualizată în anul 2011;

*** Legea 284 din 2010 privind salarizarea unitară a personalului bugetar, cap. II, lit. A, punctul 1, alin. b), servicii deconcentrate – învățământ;

*** Legea 329 / 2010 privind reorganizarea unor autorităţi şi instituţii publice, raţionalizarea cheltuielilor publice, susţinerea mediului de afaceri şi respectarea acordurilor-cadru cu Comisia Europeană şi Fondul Monetar Internaţional;

*** Legile Bugetului de stat pentru anii 2009, 2010, 2011, 2012 şi 2013;

*** Legea 118/2010 privind unele masuri necesare in vederea restabilirii echilibrului bugetar;

*** Hotărârea nr. 1274 din 2011 privind costul standard pe preșcolar / elev în anul 2012;

*** OU 10 din 2008 modificată privind unele creșteri salariale în sectorul bugetar;

*** Ordinul Ministrului Educaţiei şi Cercetării şi Tineretului nr. 5281 din 2003 pentru aprobarea Normelor de organizare şi exercitare a auditului public intern în cadrul MECT şi unităţile subordonate;

*** Planul de școlarizare al Inspectoratului Școlar al Județului Giurgiu în anul școlar 2012 - 2013, aprobat;

*** Statele de funcții existent la 01.10.2012 al unităților de învățământ din rețeaua școlar subordonată Inspectoratului Școlar al Județului Giurgiu, aprobat.

THE EUROPEANISATION OF ROMANIA AND THE PERSPECTIVE OF NATION BRAND

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Abstract: *The active participation of foreign investors in maintaining Romania's bilateral relations with other states, as well as their role in shaping the brand image of Romania, is more and more evident. Being a homogenous socio-economic category, the foreign investors succeed to be well represented at a central or local institutional level, by efficient and coherent lobbyism. The effective contribution to consolidating branding for Romania consists both in influencing the shaping of opinions regarding the Romanian business environment, but also in promoting values and the ethno-psychological and social peculiarities of the Romanians. Attachment to Romania as investment country, but also the political-diplomatic and economic context of the last years, determined an active involvement of the Italian investors in sustaining Romanian-Italian relationships and, implicitly, the shaping of a brand image of Romania.*

Keywords*:* brand, Italian investments, Romanian economy, mentality

Foreign investors are a socio-economic category which is well represented at a central or local institutional level, by an efficient and coherent lobbyism, actively participant to the bilateral relationships established between Romania and other states, but also to the shaping of the brand image of Romania. Attachment to Romania as investment country, but also the political-diplomatic and economic context of the last years, determined an active involvement of the Italian investors in sustaining Romanian-Italian relationships and, implicitly, the shaping of a brand image of Romania.

The signing of a few bilateral economic-cooperation agreements, as well as the complementary character of Romanian and Italian economies lead to an intense, even primordial, economic convergence: Italy became for a decade (1997-2007) the main commercial partner of Romania, respectively, Romania became the 16th commercial partner of Italy, in a hierarchy of great world states, as well as the most important partner of Italy among the Central-Eastern European countries. From the point of view of investments, Italian companies have been encouraged to develop in Romania the vastest investments in the entire Central and East Europe. Thus, constantly after 1990, the Italian investors registered the largest percentage among the foreign capital firms present in Romania[56].

The national and international context after the Romanian adherence to the EU determined modifications, but also constants, in the Romanian-Italian relationships. In this respect we state the politic and diplomatic crisis between Bucharest and Rome, occasioned by the largely mediatised case Mailat (October 2007) aggravated during 2008 by a series of violence acts from the part of Romanians in Italy. The anti-Romanian official discourse, harsh and highly politicised by some right wing Italian leaders, sustained and amplified by anti-Rrom and anti-Romanian xenophobe formulas of the Italian media, as well as the Romanian authorities' poor management of the political-diplomatic crisis, lead to the appearance of strong anti-Romanian attitudes and manifestations among the citizens of the peninsula.

As far as the cultural environment was concerned, the above mentioned crisis was felt as a slight reticence in the bilateral collaboration, seen in the fact that the number of associations, twinning and cultural manifestations began to decrease.

In which regards the economic bilateral relationships, political-diplomatic events did not determine a setback in an obvious and direct way. Thus, despite the fact that, in which regards the Romanian foreign commerce, Italy has been surpassed by Germany which became the main commercial partner of Romania this was not necessarily a consequence of the above mentioned unfavourable climate. Much more, despite the economic crisis, the number of Italian companies opened in Romania increased from 26.984 in 2008 to 29.500 in the first trimester of 2010[57]. On the contrary, the number of small and medium size firms with Romanian capital in Italy, have been estimated in 2010 at approximately 50.000[58]. Finally, the migration fluxes between Romania and Italy did not suffer significant changes after 2007, remaining the most important migration phenomenon developed between the two European countries over the last 40 years (over a million and a half of persons).

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[56] Anca Stângaciu, *România în contextul integrării în structurile Uniunii Europene. Relaţiile economice româno-italiene*, Cluj-Napoca, EFES, 2007, pp. 126-128.

[57] Romanian Ministry of Foreign Affairs, *Bilateral Relationships, the Italian Republic* [http://www.mae.ro/bilateral-relations], 10.01.2013.

[58] Ibidem.

The explanation resides in the fact that Romania's adherence to the EU structures maintained the interest of the Italian investors for the Romanian business environment at least for the following reasons: overqualified and relatively cheap labour force, the good perspectives of economic development of the country, the potential of an outlet market and of an always increasing demand, the possibility to use Romania as an export-base for other states in the area.

Nation branding presupposes the identification, development and promotion of some components of national identity, favourable to a nation, and refers to two main categories of participant actors, the citizens of the respective country and all the other possible collaborators[59]. The brand of a country has all the chances to acquire a strong reputation if the state focuses the management of the country's image in a political and diplomatic context, by promoting national culture, by attracting foreign investments, by supporting efficient tourism programs, by encouraging high qualitative services and education, as well as by sustaining properly culture and people, them being the ultimate ambassadors of their own nation when in contact with other nations and cultures[60]. A study, publicized in 2007 by the Romanian Agency for Governmental Strategies, shows that the Romanians consider their co-nationals from abroad as being responsible for carrying honourably there the image of Romania[61]. As any of them can play at a certain moment a role in the exterior representation of the country's image, the Romanian authorities are responsible for establishing a real dialogue with the Romanian communities from abroad.

Although on long term it is essential to develop internal branding programs and activate them at the level of different state institutions, it seems that more and more nation branding strategies are directed towards the second mentioned target. And that is because external participants can actually contribute making a difference to improving a country's image.

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[59] The notion *nation branding* has been used for the first time by Simon Anholt, consultant to the British government, in an article published in *Journal of Brand Management*. In 2004, Anholt founded *Place Branding and Public Diplomacy*, the first and only journal (published nowadays by Palgrave Macmillan) focusing on applying brand strategies and other marketing techniques in economic, social, political and cultural development of towns, regions and countries.

[60] According to Simon Anholt, the *nation branding* hexagon comprehends 6 essential elements: governance, exports, tourism, immigration and investments, culture and traditions and people, Simon Anholt, *Place Branding and Public Diplomacy*, vol. 3, Palgrave Macmillan, 2007, p. 10.

[61] *Studiu privind autopercepţia românilor şi imaginea de ţară*, April-Mai 2007, ASG and Metro Media Transilvania, available on www.publicinfo.ro, 15.03.2013.

For an ex-communist country such as Romania, branding is directly linked to to redifyining and reconstructing national identity, whose main actors are the Romanians themselves[62]. Still, there were certain representative socio-professional categories such as foreign investors can potentially become image vectors, focusing towards the external image and towards an international contextualization seems to become more and more important. A branding study realized in 2006 for the geographical area of the ex-communist countries surprisingly revealed that the perception of foreign investors about Romania was superior to the real image of the country, unlike Hungary, where the perceived image was inferior to reality. We should though specify that in the case of Romania, the attraction of foreign investors has never been and is still not related to the construction of a well defined nation brand, rather it is related to the existence of overqualified and rather cheap labour force. The elaboration of an efficient management of a country's reputation and image, embracing a coherent fiscal politics and, last but not least, infrastructure or investment facilities could determine that Romanian reality range up to the above mentioned fairly positive perception.

Italian investors are a representative category of the Italian spirit in Romania, most of them being naturalized (generally speaking) by stabile residence (permanent or temporary) or by marriage. Thus we can consider adding them to the 3.300 declared members of the Italian communities from various Romanian regions[63]. In fact, if we were to consider the numbers supplied by the AIRE (*Anagrafe Italiani all'Estero*) service, as well as those provided by Unimpresa Romania, it seems that there are at least 100.000 Italian citizens which came to Romania with work related purposes[64].

The will to adapt to the Romanian reality, as well as their high civic spirit, determined them to become intensely involved in economic, politic or communitarian

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[62] György Szondi, „The role and challenges of country branding in transition countries: The Central and Eastern European Experience" in Simon Anholt, *Place Branding and Public Diplomacy*, vol. 3, Palgrave Macmillan, 2007, p. 10.

[63] Due to the fact that some of the Italian investors, resident in Romania, did not officially declare themselves as being members of the Italian community, it is only fair to add them to the total number of Italian minority. According to the 2002 census, the Italian minority, summing 3.300 members, is located around cities like Bucharest, Braşov, Fălticeni, Roman, Tulcea, Iaşi, Suceava, Câmpulung-Muscel, Ploieşti, Piteşti, Arad, Calafat, Sulina, Turnu Severin, Bacău, Neamţ, Cluj, Bistriţa, Satu Mare and Timişoara.

[64] Antonio Ricci, "Quando a partire eravamo noi: l'emigrazione italiana in Romania tra il XIX e il XX secolo", in Antonio Ricci (a cura di), *Caritas Italiana, Romania-Immigrazione e lavoro in Italia. Statistiche, problemi e prospettive*, Roma, 2008, p. 68; Unimpresa Romania, *Rapporto economico bilaterale Italia-Romania*, Bucharest, 2008, unpublished document, p. 1.

activities, meant to configure their role as true opinion makers. Their public initiatives resulted in collaborations with the main state institutions, such as the Romanian Agency for Foreign Investments (ARIS), as well as in their participation to conferences, round tables, TV shows, local community activities and, last but not least, in getting involved in the Romanian academic environment, by involving into collaborations with the Romanian academic environment by establishing and developing partnerships at licence or master level. On the other hand, caring for a better representation in the Romanian investment space, Italian businessmen, with the help of the Italian Confindustry, organized the Association Unimpresa Romania (*Unione delle Imprese Italiane in Romania*, Union of the Italian Enterprises in Romania 2003), officially recognized as Patronage by both the Romanian and the Italian government (2004). This allowed Italian businessmen to directly participate in debates with the Romanian ministries and other patronage organizations from Romania.

The escalation of the Italian media scandal, on the background of anti-Rrom and anti-Romanian events at the end of 2007, lead to a series of political and diplomatic actions, meant to touch not only the lives of the Romanians in Italy but also that of the Italians in Romania. As reaction to the situation, the Italian businessmen from Romania, published an open letter (October 2007), by which they declared to be opposing „*the xenophobe attitudes manifested against the Romanian community from the peninsula*", and asking for „*the defusing of tensions which could influence negatively even the business environment*"[65]. The document brought arguments for the necessity of adopting a clear position in which regarded the relieving of the bilateral relations, by starting from image traits: "*We the Italians from Romania are the first testimonies of the hospitality and hard work of the Romanian people, men and women together with we work and live every single day and who welcome us with friendship*"[66].

The efforts of the Italians to contribute to the creation of the Romania's image continued in a series of important initiatives all long 2008. We shall limit to mention only few of the most relevant ones: the meeting of the Unimpresa Association General Assembly, the initiation at Bucharest of a monitoring program regarding the migration fluxes between Romania and Italy, under the form of and *Osservatorio*, financed by Unimpresa, with the involvement of two research organisms in both Italy and Romania (the University Foundation of Milan and the Institute for Sociological Research of Bucharest). The idea was

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[65] *Oamenii de afaceri italieni din România se delimitează de xenofobia faţă de români* [www.standard.ro], 20.05.2013.

[66] Ibidem.

born out of the necessity of having a scientific analysis of the brand phenomena, which, by means of "poorly informed" regarding the two cultures media, could determine false perceptions in the micro or macro-groups of one of the two parties' collective imaginary, so as to determine unconstructive consequences upon bilateral business relationships. By it, *Osservatorio* meant to engage pools and analyses regarding social relationships between the two countries, as well as focusing upon the image reciprocally perceived by Romanians and by Italians. The programme was meant to a better knowledge of each of the two cultures peculiarities, as well as to monitor and improve the brand elements and strengthen the bilateral collaboration.

In the first semester of 2009, the Italians touched the political and civic spectrum of Romania by formulating solutions anti-crisis and by making appeal against denigration of the Romanians from Italy[67]. Their action is that much more notable since the representatives of the Romanian public institutions (Presidency, Parliament, Government, Ministry of Foreign Affairs) actions in which regards clarification of the Romanian immigrants' situation was to a great extent inconsistent and lacked determination, and that of the Romanian Euro-parliamentarians feeble, inconsistent (little notable initiatives), tardy and contradictory. In Milan, the Italian investors took the initiative to organize forums regarding the business opportunities already existent in Romania stressing upon the necessity to reinforce the Italian-Romanian collaboration [(the appearance of the site of the IT-RO *Osservatorio* (www.osservatorioitro.net)] and to correct false character traits (clichés, stereotypes) attributed to Romanians by the Italian media.

The studies related to the perception of the Italian investors in which regards the Romanian business environment show that in the period pre or post-integration, the main factor influencing positively the activity of the Italian firms was the low costs of labour force[68]. The relatively cheap and generally highly qualitative workforce in areas such as traditional industry, IT or services, can constitute a real brand for Romania.

According to Marco Rondina, general manager of Unimpresa Patronage, the Romanian authorities should assume responsibility and take a series of long-term measures for improving the nation brand of Romania. Given the context of an ever increasing complexity of the migration fluxes over the last few years, such measures should be directed especially upon improving the image of the Romanian communities from abroad. "*Most of*

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[67] *Oamenii de afaceri italieni şi cei români fac front comun împotriva crizei şi denigrării* [http://www.piazzaitalia.ro/content], 20.09.2013.

[68] Anca Stângaciu, op. cit., pp. 94-108.

the Italian and even European citizens have associated post-communist Romania with Ceauşescu and Dracula and lately they associate it with the Rromani minority". Reason enough to correct such negative perception upon the Romanians everywhere, much more since it could cause deep and long term consequences upon the image of the entire Romanian nation[69]. Such approach is, therefore, compulsory, since "*up to the series of events in 2007 care au which involved the community of Romanian immigrants established in Italy foreign governmental initiatives were rather marginal*"[70].

In the present day context of economic crisis "responsibility for overcoming the difficult moments of the present economic context stands, in Marco Rondina's opinion, both with the small and medium size investors and with the [Romanian] government; the first needing a mentality change and a restructuring of their own activity, while as the second, has to redirect its interventions towards vital aspects such as reducing bureaucracy or corruption, increasing efficiency of professional training programmes, infrastructure development etc. Mentality change, in general terms, as well as eliminating the communist reminisces, in more specific terms, remain as a must to be altered in the business environment as well. That is why adopting an efficient management regarding employee selection, establishing constructive communication, sustaining professional performance by a system of rewards/advantages or sustaining a culture of work, based on punctuality, efficiency and professionalism, are more and more compulsorily required[71].

Due to the fact that Romanian economy, the same as Italian economy, is based on SMEs, the first companies to recover from the economic crisis shall be the competitive and efficient small and medium size firms[72]. At the end of the crisis, to the triumph of true competitiveness shall be added a series of other elements which shall define the change in investment mentality in Romania: efficiency, professionalism, group collaboration. The success of achieving productivity growth –which is the key to welfare and economic growth – is based on one hand on "*the involvement of the small enterprisers to change the model of market society*" and, on the other hand, on the capacity of the government to solve structural problems (bureaucracy, infrastructure, institutions, education)[73].

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[69] Ibidem.

[70] Interview with Marco Rondina, general manager of Unimpresa Patronage, 3.05.2009.

[71] Ibidem.

[72] Ibidem.

[73] Ibidem.

To conclude, we can affirm that despite the economic crisis, the Romanian business environment remains a constant interest for Italian investors, granting, in this post-recession period, opportunities for investment development (in agriculture, services, tourism etc.). On the other hand, Italian companies, the most numerous among the foreign capital companies in Romania, can be considered an example of efficient development of the SME model, of management of local administration, of collaboration between investors and the local administration or between investors and universities. And last but not least, the dynamics of the Romanian or Italian initiative in which investments is concerned, contributes to the consolidation and reinforcement of the relationships between Romania and Italy. Romanian business people begin to shape a business community in Italy while as Italian investors actively participate to the shaping of a Romanian brand image abroad, becoming true image vectors at an institutional as well as at a social level.

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SPECIAL:

HISTORY OF GENERATION 2000 IN ROMANIAN POETRY. A NEW PARADIGM FOR EUROPE

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Abstract: *On the context of Generation 2000 we find very different writers, who have a specific stylistic and configurative identity, able to assure their creative originality. We will notice every time Dan Coman's poems as different than Radu Vancu or Ştefan Manasia's ones and this is a natural fact.*

Key Words: fracturism, literary phenomenon, literary criticism, paradigm

Fracturism

Generation 2000 is real[74]. Firstly, discussions about the reality of this literary phenomenon were pretty frequent and polemical, but the decade which passed confirmed, without doubt, the intuition of them which announced, in the beginning of the 2000s, the birth of a new paradigm in Romanian literature.

The first extremely important episode has as protagonists Marius Ianuş and Dumitru Crudu, who published *Manifestul Fracturist* (The Fracturist Manifesto), in a first version, in October 1998 in *Monitorul de Braşov*. The creation of this article is, according to Ianuş, the reference to an incident "on the night of 10/11th September .98 (when we were beaten in streets) in order to give up writing poetry. From that moment on, our writings were called fractures"[75].

Marius Ianuş was born on 24th December 1975 at Braşov and he studied at the Faculty of Letters (University of Bucharest), being for a time the animator of the "Litere" Cenacle, led previously by Mircea Cărtărescu. His editorial debut with *Manifest fracturist şi alte fracturi* (Vinea Publishing, 2000) imposed trenchantly the apparition of a new generation of poets, Generation 2000. Marius Ianuş made also a significant contribution with the

[74] Sanda Cordoş, "Generaţia 2000 există", *Vatra*, no. 456, 2009.

establishment of *Fracturi* magazine (appeared on 2002-2003), where many poets, who became popular later, published their poems (such as Ionuț Chiva, Mihail Vakulovski, Dumitru Crudu, Zvera Ion, Ruxandra Novac, Elena Vlădăreanu, Răzvan Țupa). The other important figure of this beginning, the Moldavian poet Dumitru Crudu (born on 8th November 1967), graduated the Faculty of Letters (University "Transilvania" of Braşov) and he became one of the most important poets of Generation 2000. He invented theoretically a new literary orientation like *Fracturism* with Marius Ianuş, trying to find a new "method" for poetry.

Marius Ianuş and Dumitru Crudu's moment was actually the most important moment which gave life to this new generation. But the protagonist of the affirmation and consecration of this phenomenon was Marin Mincu, the leader of "Euridice" Cenacle (seconded by his wife, Ştefania Mincu, and also by Octavian Soviany).

This literary critic (August 28, 1944 – December 4, 2009) is also the first one who drew attention to *Manifestul Fracturist*, by writing an article about this important document and by republishing this literary program in *Vatra* magazine.

Marin Mincu and "Euridice" Cenacle

Before realizing a more detailed presentation of "Euridice" interval, we have to generally describe an essential process which created the best context for the apparition of "Euridice" like a literary phenomenon. These next insurgents had to prove an excellent formation as poets, that was acquired in other societies, previously attended, before becoming active members of "Euridice". Most of them initially participated to the meetings of well-known cenacles from Romania, organized in big academic centers like: "Litere" Cenacle from the Faculty of Letters of Bucharest, "Pavel Dan" Cenacle from the University of Timişoara and other many student cenacles all over the country. Extremely important were also the creative workshops organized by writers like Nina Vasile or Octavian Soviany at Bucharest, Andrei Bodiu or Alexandru Muşina at Braşov. This kind of activity has proved to be a very important way for debutants to change the vision of their "teachers".

"Euridice" Cenacle's epoch was defined by an incontestable effervescence of affirmation and crystallization of the new literary generation and it was described by the same literary critic Marin Mincu, the persevering mentor of the cenacle and of the new

[75] Dumitru Crudu, Marius Ianuş, "Manifestul Fracturist", 2006 [http://www.poezie.ro/index.php/essay/202813/Manifestul_Fracturist], accessed on 7th December 2013).

movement in general. *Dosarul Cenaclului Euridice* ("Euridice" Cenacle's File) is his important writing containing three significant volumes (two of them appeared, in 2003, at Ziua Publishing, and the last one, in 2004, at Pontica Publishing). In this consistent anthology, all dialogues from cenacle's meetings are precisely reproduced and their theme is every time the meeting between a recognized writer and a young author (for example, Grete Tartler and Elena Vlădăreanu, Radu Aldulescu and Răzvan Țupa, Bogdan Ghiu and Mariela Rotaru and so on).

In addition to this dialogues (very exciting ones and very worthy to be the principal study objects of every researcher on Generation 2000), the tomes include a very rich anthological material and imagistic representations of the personalities who participated, during this period, to the popular meetings every Wednesday at 6am, in Sala Oglinzilor (Hall of Mirrors) of Casa Monteoru (Monteoru House). The location was, since 14th January 2004, Rotonda Muzeului Literaturii Române (Museum of Romanian Literature's Rotunda) and later, after Alexandru Condeescu's death, Biblioteca Metropolitană (Metropolitan Library).

The name of the cenacle was chosen by Mincu in conjunction with the homonymous poetry collection that he elaborated many years at "Pontica" Publishing. The literary critic confesses the beginning conditions: "I believed that the Cenacle will not have success (as Nicolae Breban said) and that I will have to renounce – from week to week – to the mandate that Eugen Uricaru offered me, without having the possibility to finish a seemingly utopian project, that was considered by many of my colleagues futureless in a post-apocalyptic epoch, completely refractory to poetry"[76]. Despite Marin Mincu's pessimistic diagnostic, the cenacle had success and this literary critic leaded it stoically until his death, on December 2009. The activity of the cenacle was resumed on May 2010 and the new moderators were Ştefania Mincu, Octavian Soviany and Felix Nicolau.

The important contribution of this group to the formation and stabilization of the new literary orientation is reflected by the principal objectives of "Euridice" project. Cenacle was a meeting place, *par excellence*, for active writers, irrespective of generation or place from which they are coming, a meeting that intended an efficient and reconciliatory dialogue between many generations (there are many authors from different promotions, like, for instance, Florin Iaru, Ioan Es. Pop, Ruxandra Cesereanu, Radu Aldulescu, Şerban Foarță, Marius Ianuş, Adrian Urmanov, Elena Vlădăreanu, Zvera Ion and so on). "We should also say that, adequately and really academically sometimes, in the space of the cenacle there

[76] Marin Mincu (coord.), *Dosarul Cenaclului Euridice*, vol. 1, Bucharest, Ziua, 2003, p. 5.

were gleaming debates about most acute problems, styles and ideas, in a strictly applied situation – a workshop – or more opened, theoretical and hermeneutical; those debates received many times polemical accents that were resolved at the cenacle or that, later, continued in national magazines"[77].

The second most important objective was to encourage young writers (that just published their first book), but also to circumscribe the principal directions of their writings. This cenacle "legalize", for example, *Fracturism* group (being discussed the issue of the new authenticity) and it becomes also the space were Adrian Urmanov proposed the utilitarian poem's formula. Another sign of the cenacle's real importance is that, during the meetings, there were many discussions about the existence of cardinal premises of the Generation 2000's reality.

The 30th meeting (on 19th March 2003) is very important on this topic, because it started from Mincu's speech about this question: "From what we observed, this proposal for discussion that we made at the cenacle about the apparition of a new literary generation caused some agitation in "Ziua literară", "Luceafărul" or "Cotidianul" [magazine]"[78]. In this speech, Marin Mincu offers some interesting arguments to the reality of this new generation in Romanian literary zone: "Regarding to the article I signed in "Ziua literară" magazine, "A new literary generation?", I wanted to draw attention to the fact that I initiate there a problem starting from a precise symptom, perceptible by anyone, and that is the clear modification of the horizon of expectation"[79]. Another reason is the mutation bore by the notion of "authenticity", which is becoming exclusively ontological, in avanguardist way, opposing to the Romanian postmodernist authenticity, which is too adherent to the writing ("The perception is already more acute, we passed from the writing's authenticity and we retrieved again, or we are retrieving again, what we called, in the Interwar Period, experience's authenticity"[80]). This kind of authenticity implies, organically, a removal of language artifices: "The new literature […] wants another impact on the real, which is not mediated anymore by any kind of rhetorical forms; this is a visceral impact, quasi-epidermal"[81]. Marin Mincu evokes also the condition of the receptor in relation by this new paradigm: "Actually, this is not such an important question, because this receptor is always in the limelight or in the second one or in the tenth one, according to the writing; and, if we don't have the

[77] *Ibidem*, p. 6.
[78] Idem, *Dosarul Cenaclului Euridice*, vol. 3, Constanţa, Pontica, 2004, p. 493.
[79] *Ibidem*, pp. 493-494.
[80] *Ibidem*, p. 494.

writing's issuer, the author, we have the receptor in vain"[82]. Furthermore, at that time, this literary critic doesn't accept the evaluation of the new literature using the axiological criterion, which was considered, at that moment, nonfunctional ("Regarding to the new generation, this opposition released at the cenacle by Stoiciu, namely minor poetry or/and major poetry, is not certifiable, because, for the time being, the axiological perspective, as I said, is operable only on very small portions")[83].

In addition to this convergent nucleus represented by the cenacle, the affirmation of this new literary generation was assured also by a principal reality of the last years: the world of the Internet. Specialized sites, free and accessible to every user, became quickly a space where many popular writers published their texts, and the configuration of the page allowed a very prompt dialogue regarding the posted writings.

A site like *agonia.ro*, which has been, in the beginning of the last decade, a very popular place for writers, quickly became dominated by an increasing number of dilettantes. This fact impelled the best writers to find a new virtual place, a really "exclusive" one: *clubliterar.com* (also active in the present). It is an important particularity of this new paradigm the fact that many recognized poets, who obtained the most representative literary prizes, published their creations using the Internet: Claudiu Komartin, Vlad Moldovan, Dan Sociu, Radu Vancu and so on.

Generation 2000 after "Euridice"

In 2006, Răzvan Ţupa, in the article entitled "generation 00 expired. poetry follows" (published on *clubliterar.com* and on *Versus/Versum* magazine) supports the idea of the extinction of Generation 2000 and the idea of an imitation period beginning right after. This vision, expressed too early, is really disputable, if we observe the evolution of Romanian literature in the last 8 years.

It is really true that an important mutation produced inside the paradigm and it is also really true that in the new wave of literature we can notice an significant dose of imitation (even in the situation where sometimes – inevitably – some writers imitate themselves), but it is not a crucial level, but a normal one, that we can notice in the case of any generation. What happens, actually, during this past years? Some of the beginning's writers renounced poetry, even the founders of this literary orientation (Ştefan Baştovoi, Andrei Peniuc, Adrian

[81] *Ibidem*.

[82] *Ibidem*.

Urmanov; Marius Ianuş recants his creation completely, on April 2010, like Baştovoi and Peniuc, and it was an option motivated by a return to religious feelings).

In another train of thoughts, many confirmed names of Generation 2000's first age are continuing their activity in the literary world, with inevitable transformations of their style or of their creation genres. They became important figures on Generation 2000's history (for example, Dumitru Crudu, Răzvan Ţupa, Dan Coman, Ştefan Manasia, Ionuţ Chiva, Dan Sociu, Claudiu Komartin, Teodor Dună, Elena Vlădăreanu, Cosmin Perţa, Miruna Vlada and so on). On the other hand, new talents come to the stage (and they continue to use the Generation 2000's principal creative lines): Livia Roşca, Svetlana Cârstean, Vlad Moldovan, Cătălina Cadinoiu, Stoian G. Bogdan, sorin despoT, Teodora Coman and we can, undoubtedly, mention many names (I tried, actually, to illustrate by some revealing examples the Generation 2000's directions, without trying to create an exhaustive list at this time.

Literary criticism

Generation 2000 also involves another essential part and this is the literary criticism. The first stage of the new orientation is especially influenced – as I said – by Marin Mincu, but also by Nicolae Tzone[84] (regarding poetry, his active publishing house "Vinea" made an decisive contribution to the encouragement of young writers), both of them Generation 2000's first critics and literary ideologists. From this time forward, "welcome criticism" receives the essential role regarding to the esthetical validation of young literature. A very important question should be: "Who are now the new figures?" Certainly, many consecrated literary critics are continuing to publish articles regarding the living artistic phenomenon. But we have to record also the apparition, in the Romanian literary sphere, of many critics who just published their first books and who have substantial contributions in cultural magazines: Mihaela Ursa, Alex Goldiş, Paul Cernat, Daniel Cristea-Enache, Alexandru Matei, Cosmin Borza, Andrei Terian, Bianca Burţa-Cernat, Radu Vancu, Mihai Iovănel etc. Certainly, in the articles they sign we have, time and again, the chance to find conclusive considerations about literature's configuration and about the evolution of this literary orientation.

Conclusions

Undoubtedly, on the context of Generation 2000 (and this observation is valuable in the case of any literary orientation), we find very different writers, who have a specific

[83] *Ibidem*, pp. 494-495.

[84] Cosmin Borza, "Poezia «douămiistă» – între generaţie şi creaţie", *Vatra*, no. 456, 2009.

stylistic and configurative identity, able to assure their creative originality. We will notice every time Dan Coman's poems are different than Radu Vancu or Ştefan Manasia's ones and this is a natural fact.

Alex Goldiş notices that "the confrontations between groups, the canonic obstinacies, and precursors' sacrifice" disappeared. "Most of Generation 2000's writers, publishing their second or third book, picked indeed their own way. Some of them try systematically to reinvent themselves"[85]. But there is, absolutely, a general base which contains the fundamental creative lines – formal and ideational – able to confer cohesion to all writers' creations (this is the fact that allows the existence of a literary generation) and that is active, inside the paradigm, from the beginning until the present, transgressing the particularities of the epochs and remaining available irrespective of mutations that influenced the Generation 2000 over time. In other words, Generation 2000's fundamental traits are recognizable in all creations of representative writers and that is what embodies them in this literary orientation.

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THE STRUCTURE OF THE INSURANCE MARKET IN ROMANIA– GUARANTEE (BAIL INSURANCE)

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Abstract: *The risk represents a measure of inconsistency between different possible results, more or less favorable in a future action (Romanian Academy, 2009). The risk is a real undesirable outcome that can appear in any contract or on any kind of commercial operation that extends over time. The risk can generate problems for the debtor in fulfilling his contractual obligations towards the creditor. The effects of this risk will inevitable generate losses along the transaction for one or even all the parties involved.*

The risk represents an unfortunate event or a series of circumstances that once manifested will produce negative effect over a project. There several types of risks that the companies face on both national and international markets. Among the different types of risk, an important role is played by the financial risk.

Key words: insurance market, risks, premiums

Financial risk insurance represents a consequence of economic and financial relations between economic agents participating at the economic activity on the national and international markets. The commercial activity is by default subject to a series of variable risks. Every year, companies all over the world face bankruptcy and register significant amount of debt toward the business partners. Usually, the main reason is the insolvency of the business partners (Trenca and Păun, 2009). This makes almost impossible the recovery of the debt and therefore it spreads over other participants in the economic circuit. The majority of the economic agents realize commercial transactions without protecting themselves from the danger of not recovering the value of the goods and services delivered in case of unpredictable financial events.

Guarantee insurance is a form of insurance through which the bonds are insured against default. The guarantee assures the creditor that he will be repaid in case the debtor

[85] Alex Goldiş, "Poezia hi-fi", *Cultura*, No. 364, 2012.

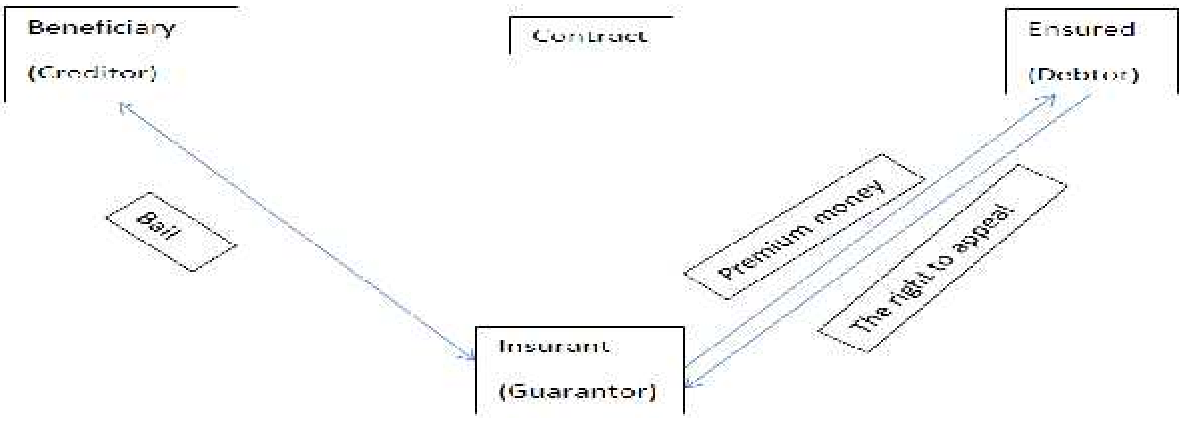
will not be able to fulfill his contractual obligations. This insurance (also called bail) is similar with the bank securities. Through this bank security there are three relations created (Alexa and Ciurel, 1992):

- relation debtor - creditor (established by the contract for the goods and services delivered- for example the obligation of paying customs)

- relation debtor - insurer (covers the obligation of the debtor to pay the insurance premium in favor of the insurer)

- relation insurer – beneficiary (the guarantee itself)

Figure 1. Model of relations between the participants in banking insurance:



Source: C.Alexa,V. Ciurel, Insurance and re-insurance in international transactions Ed ALL, 1992, pag 164

Therefore, by analyzing the above figure we can conclude that:

- the creditor is the beneficiary of the “bail” in all the cases even the obligations of the contract are fulfilled in part or totally.

- the debtor is responsible on one hand of fulfilling the contractual obligations between him and the creditor, guaranteed by the security bail. In case of not fulfilling his obligations, he is obliged to pay the insurer the value of the merchandise the insurer paid the creditor

- the insurer is the part that can join the debtor in order to guarantee that the debtor will fulfill his obligations

The most common forms of “bail” refer to:

a. auction guarantees;

b. guarantees of reimbursement of the money paid in advance

c. guarantees of insurance the maintenance service

d. custom guarantees;

e. guarantee for fulfilling obligations towards official organisms;

In order to evaluate the risk of subscribing to a security, it can be used the method of the 3 C (character, capacity, capital) (Alexa and Ciurel, 1992).

- the “character” of the debtor shows the branch in which activates, its characteristics from the point of view of: age, tradition or administration. Of course, the subscribers will prefer to issue new bonds in favor of a firm with good tradition in its business, with reputable managers.

- the “capacity” analyzes the know- how and the firms innovative means. Therefore, it is important in this step to analyze the details of the contract between the debtor and creditor, also the conditions in which needs to be signed and agreed on.

- the “capital” is the main tool for analyzing company’s financial balance, expenses and incomes, sources and funds (this analysis is conducted for the company’s last three years). For more complex projects, a feasibility study is required in order to analyze the contract in accordance with the financial power of the debtor. In general, the value of the work that will be created can’t exceed 10 times the value of the working capital of the debtor.

The “premium money” requested in order to issue this bail has to be in proportion with the interest rate of the market and in competition with the bank’s fee for the guarantee letters. In this field of insurance, the insurer is asked to participate in risk assuming, usually with 20-30% of the prejudice.

The main types of risks covered by the security are:

- guarantees for participating in auctions- in case the debtor wins the auctions, he will sign the contract and offer the guarantee (bail). If the debtor will not sign the contract or will not prove the bill of good execution, the winner will be the second bidder of the auction. In this case, the insurance company will have to cover the difference between the value that the debtor bade and the value that eventually won the auction;

- guarantees of advanced money reimbursement- if the creditor pre-finances the debtor by paying a sum in advance;

- guarantees of execution of the contract in good terms- guarantees that the contract will be executed in accordance with its program and specifications.

At this moment, in Romania this guarantee is underdeveloped.

Between the years of 2005-2009 the total value of the banking securities issued in Romania was less than 1% of the volume of the gross premium subscribed in general insurance.

Tabel 1. The value of the gross premium insurance for guarantee insurance (share of total premium gross for general insurance (%)

Year	2005	2006	2007	2008	2009
Percentage (%)	0.081	0.106	0.085	0.178	0.413

Source: own calculations

Few companies are however constant in offering this type of insurance.

For the period 2005-2011, only 4 of the 46 insurance companies analyzed offer their clients this type of securities.

Tabel 2. Value of the premium gross subscribed to guarantee insurance (RON):

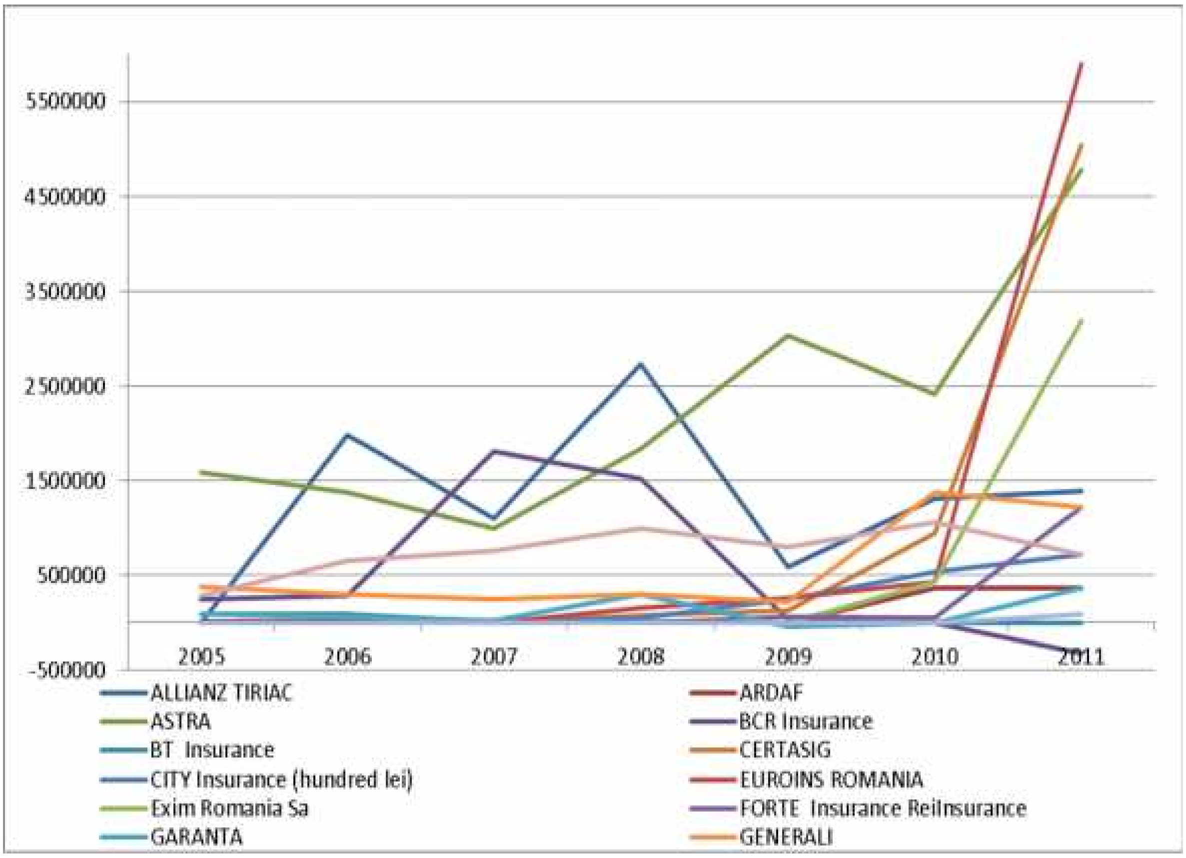
Company name	2005	2006	2007	2008	2009	2010	2011
Allianz Tiriac		1976009	1102231	2729124	588195	1310919	1387163
ARDAF	4730	17971				367034	369206
ASIROM	-130165	-9183	-4360				
ASITRANS	879	167533	178144				
ASTRA	1581940	1371172	988855	1840738	3029455	2416691	4776571
BCR Insurance	250093	280273	1809837	1525392	41391		-316357
IBT Ensurance	89181	88599	11628	11918			
CERTASIG				68637	123542	940538	5042081
CITY Insurance	190561	-125008		4596816	24834711	54086066	72199230
DELTA ADDENDUM		18360	28666	-10709			
Credit Europe Insurance							
EUROINS Romania				158372	262401	428758	5901467
Exim Romania Sa						429605	3192657
FORTE Asigurari Reinsurance					65564	52722	1220730
GARANTA	90434	57647	22997	293796	-43458	-10066	369206
GENERALI	379313	303260	243881	301121	217854	1372970	1220730
GROUPAMA Insurance						-584	9305526
Omniasig	290986	653446	757096	995739	798867	1056540	717014
Platinium Insurance Reinsurance						3928896	8729463
OTP				50573	6660		

GARANCIA							
R.A.I.	4760	69616	38900	80429			
Romanie Assurance International					47481		
Total sum	2.757.608	4,871,447	5.177.876	12.641.946	29.973.022	66.364.834	113.998.711

Source: author calculations

Figure 2. Evolution of the premium subscribed to guarantees insurance

(RON)



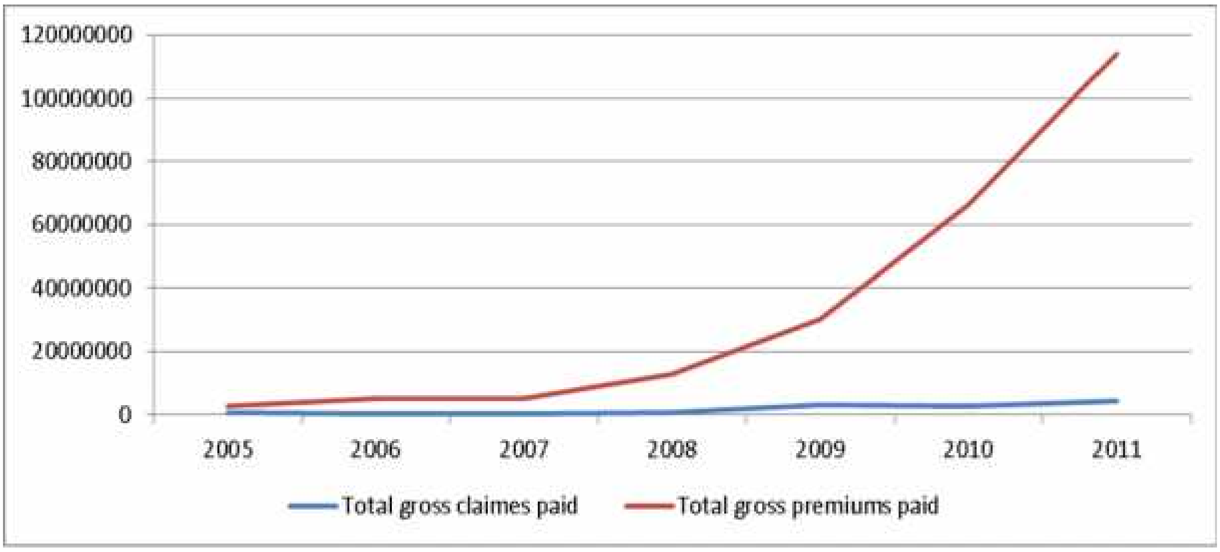
Source: Own calculation

In figure 2, we analyzed the evolution of the gross premium subscribed to guarantee insurance. In this analysis, we introduced only the insurers that offered these products for at least three years prior to the analyzed period. As we can see in table 2, the rest of the insurers are not consistent and therefore cannot be taken into consideration

This analysis shows several discrepancies between different insurance companies. However the most stable appears to be Generali. Although the value of the premium is not very high, it proves somewhat constant over the years. The companies analyzed proved professionalism and constancy even during the crisis, therefore we considered relevant. Other companies, although they have a higher value of insurance premium, registered inconsistent evolution with significant difference from one year to another. The most important example here is Allianz Tiriac that registered the most important drop in 2009, in comparison with the year of 2006 and 2007. Another company that registered positive results was Astra in the period 2007- 2009, during the crisis. This was due to the fact that, in terms of the new economic problems, the companies needed guarantee insurances. This was an important opportunity for the insurance companies. Due to the increase of the demand, several insurance companies neglected somewhat a complete risk profile in favor of increased net gains in the short term.

By analyzing in details the situation described, we noticed an important trend. Although the values registered by each insurer were very different, in general, the total market in 2009 was 137% higher than in 2008 and in 2010, with 121% higher than in 2007. This proved that, although the companies suffered from the financial crisis, this pressure of uncertainty made the companies more vulnerable so they decided to protect their asset. The total amount paid by the insurance companies was almost 4 times in the period 2008-2009. The total value of the royalties paid is much lower than the value of the premium insurance which makes this insurance product to be more profitable for the insurance companies that have it among their general portfolio of products.

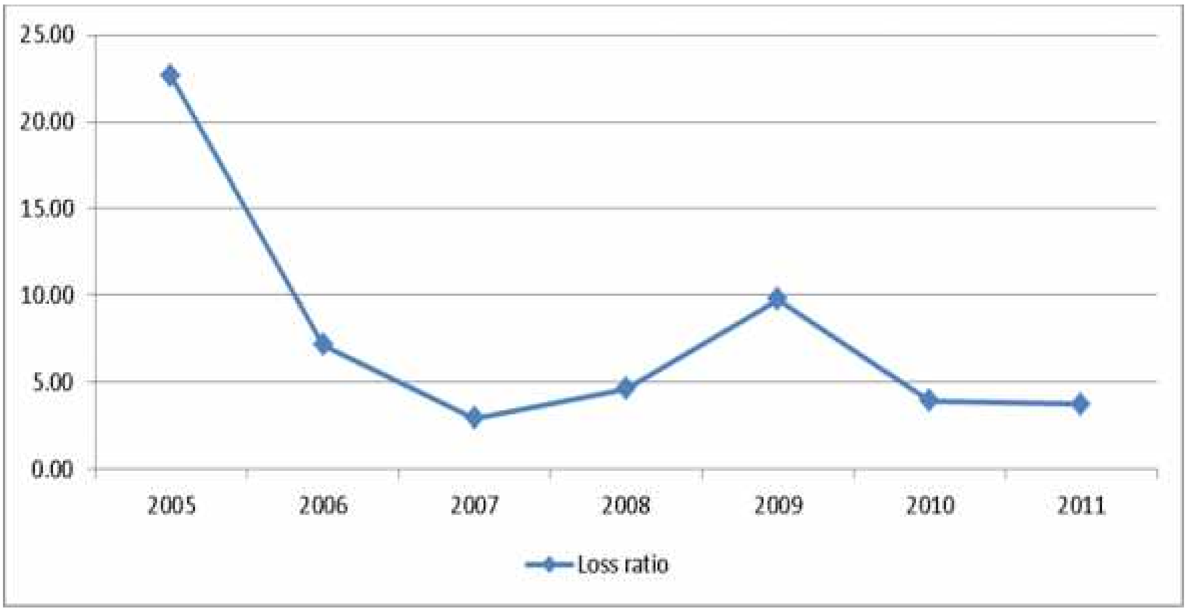
Figure 3. Evolution of the gross premiums paid by the insurer (RON)



Source: Own calculation

In case of guarantee insurance an analysis of the prejudice rate is required in order to create a more realistic view of the market.

Figure 3. Evolution of the prejudice rate 2005-2011



Source: author calculation

The highest value of 22.62%, it is registered in 2005; afterwards it dropped in 2006 to the value of 7.17%. The minimum of the period was registered in 2007 of only 2.91%. Once the crisis started, in the Romanian market, 2008 and 2009, the prejudice rate started to increase, although the values registered were still low in comparison with other insurance types. In 2010 the market starts to grow and the prejudice rate reaches the level of 2007.

In terms of guarantee insurance the company EximAsig will become an important player in the market because it offers a lot of products, the most important characteristic being that it is signed for a lower period of time

The portfolio of products that the company EximAsig in the field of guarantee insurance offers is:

1. Bid Bond insurance

The beneficiary will receive the money in the following cases

- The bidder retracts the offer in the valability period;

- The bidder wins the auction but does not sign the contract that constitutes the object of the auction in the period attested in the specification book

- The bidder wins the auction but does not present the guarantees for the contract execution according to the time- frame attested in the specification book;

- The bidder makes an appeal to CNSC and is rejected;

The maximum amount offered is 5% from the value of the contract. The big bond insurance can be signed for a period of time of maximum 150 days.

2. Performance Bond

This guarantee represents a hard commitment assumed by the insured and insurer regarding the payment on behalf of the Beneficiary of one compensation in the limit of the amount insured in case if the INSURED those not fulfill the CONTRACTUAL OBLIGATIONS (usually 2-10% from the value of the contract). The performance bond it's usually signed for a period of 36 moths, exceptionally 60 months.

3. Maintenance Bond

The payment of compensation in case if, after the project is finalized there are damages in the guarantee period. It can be used by the construction companies, production of goods and services, industrial equipment handlers. It is usually between 5% and 10% from the value of the contract. The maintenance bond is usually signed for a period of 24 months, or in extraordinary cases longer.

4. Advance Payment Bond

This Advance bond covers the payment in favour of the beneficiary if the INSURED does not fulfill his obligations from the contract, therefore not returning the advance in time and conditions established. This advance payment bond can be used by the companies that produce goods, equipment vendors, services providers, constructors etc. EximAsig covers maximum 10% from the value of the contract. The advance payment bond can be signed for various periods of time, but not longer than the duration of the contract.

5. The guarantee insurance for adherence to TIR group

This product is developed by a partnership with UNTRR (the National Union of Road Transporters). It covers the risk of non- fulfilling the obligations by the transporter through the Custom Convention in regards to international transport of merchandise under the TIR card (Decret 420/1979). It is addressed to all the companies that activates in the field of international transports; usually signed for a period of 12 months.

6. Responsibility insurance of the road transporters of merchandise and people

This product covers the Insurant responsibility for material prejudice caused to a third person in the contracts of international transport as a result of the company's judiciary liquidation. It is addressed to the companies that make national and international transport (persons and merchandise). It is usually signed for a period of 12 months.

At all this categories, the premium insurance is set depending on the value of the contract, the value of the guarantee, the valability of the insurance, the request of the beneficiary and the experience of the entrepreneur.

Conclusion

This guarantee insurance is an important aspect in contracts at a national and international level. Due to its characteristics, this type of insurance both influences and it is being influenced by the economic and political conditions of the country partners. In order to have access to all the informations, the insurance companies need to have partners in the other countries.

In order to increase profit, the insurance company has to sign a great number of contracts in order to increase the volume of the premium insurance and still it will not be a guarantee of new gains. There is also necessary a powerful correlation with the level of the prejudice rate. Any insurer will prefer to obtain a rate of compensation as lower as possible. The difference between the premium paid and the prejudice rate will represent the profit. So, in this context, the companies have to establish the level of risk exposure - the higher the exposure, the higher the chances of increased compensations.

This exposure to risk, as we already discuss in this papers, it fluctuates depending of the national and international economic context. In times of stability and economic expansion, the companies will increase its exposure to risk in order to increase the profit by offering products to the clients' products with low risk.

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THE IMPORTANCE OF TECHNOLOGICAL TRADE THROUGH THE IMPACT OF NANOTECHNOLOGIES

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Abstract: *Maybe the most important moment in the modern history of the economy is the revealing of the importance of innovation and technical progress in all areas. It is clear that this advance will be different due to financial and economical gaps between countries. As long as there are countries that are willing to pay for technological developments and research and countries that use imitations in order to copy the development of others, real globalization is only a myth. And if the new developments will not be easy to copy and imported such as: biotechnology, green energy and nanotechnology, then this gap will be even greater in the near future. The poor countries will not have the technical structure to import and use the innovations.*

Keywords: nanotechnology, economic gap, investments, technology

The main objective of this paper is to bring to front the importance of technology, know- how transfer, research in this new world, under the discussions of financial crisis and the impact of the digital world. For the powerfull countries that invest in research this weapon of technology will bring new power and economical supremacy. In the countries that strugle with the crisis in order to survive its utopic to discuss about such progress.

The importance of technological commerce nowadays

The starting point was Ricardo and his model of comparative advantage. He considers that, starting from the idea that all countries differ by the level of technology that causes comparative advantage, the only aspect that can cause asymmetry between countries by affecting the relative prices is technology. This asymmetry causes intensification of exports for the countries that export technology goods. The statistics show that 96% of the total expenses for research and development are in the industrialized countries so that the majority of innovations are realized between their borders. The new products are produced initially here and then the production can be moved across borders for financial reasons due to labor costs and financial incentives.

The process of international transfer of technologies implicates a source country that possesses that knowledge and a destination country that profits from that development. The transfer can be physical, like the export of goods and services or only the transfer of property without the circulation of equipment. The source and destination can be in the same of different countries, like the case of transnational corporations (TNC). Due to the variety and complex form a" technological unite" cannot be defined properly, but a component of a technological transfer can still be identified:

- technological modules- central technologies, indispensable to a production process and secondary technologies;
- permission to use, in exchange for a fixed or variable income of different technologies or tangible and intangibles actives (by franchise, license);
- technologies that can take form of capital, intermediate or final products;
- non- incorporate technologies- documents, sketches;

According to the World Bank, the technology and innovation play an important part in:

- Reducing poverty and accelerate growth

Although the programs of development are created in order to increase the quality of life through better services of social life, health, education. In reality, this innovation does not reach those who needed the most, in the underdeveloped countries with high poverty rate. In order to penetrate all parts of the world, the new technologies need to cross all the countries barriers. For this, the underdeveloped countries need funds in order to facilitate the import and adapting these new technologies to local needs. Also, this new innovations need to be used in order to increase the productive capacity of the importer.

- Adding value to the new natural resources exported

A lot of economist state that, transferring natural resources through exporting new technologies limits the efficiency of the government of importing country, especially for those countries that export raw materials. Researchers Lederman and Maloney (2007) demonstrated that natural resources do not actually limit economic development. On the contrary, the countries add value to the natural resources before being exported by the form of highly innovating products. As an example, we can state Finland, that is a country net exporter of intermediary products (paper development equipment, control system process), and no products in complete form. The department of science, technology and innovation needs to be highly developed in order to enable firms to produce goods that incorporate high technology and productive workers.

- Continue modernization and attracting technology toward the “Weak ones”

Countries that are not very developed in terms of technology are considered the weak ones. The new developments need to be offered to everyone so that the globalization process can be fulfilled. The “know how” has to be incorporated into the production process of the host country. By creating partnership public- private and offering governmental incentives for companies to develop new technologies on their territory.

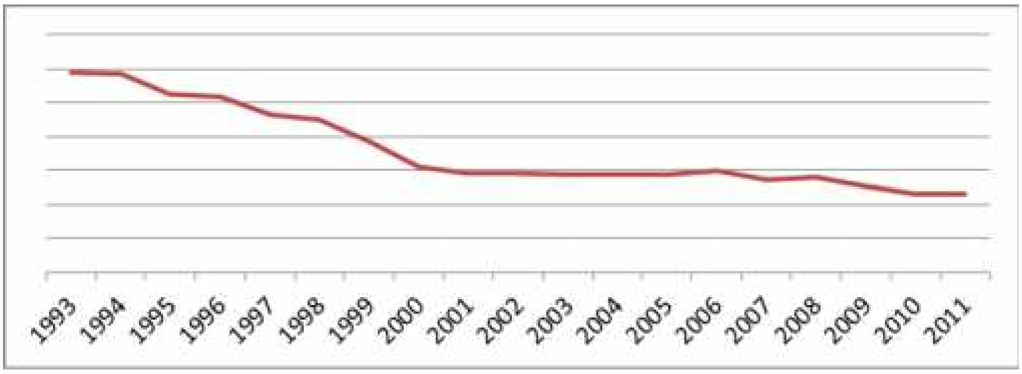
- The role of research and development centers:

These centers have the ability to research and help the development of new technologies and a way to adapt them to local needs. There need to be created incentive for young researchers to stay within the countries and develop new innovations. The brain export toward developed countries needs to be limited.

Technology in Romania and Europe

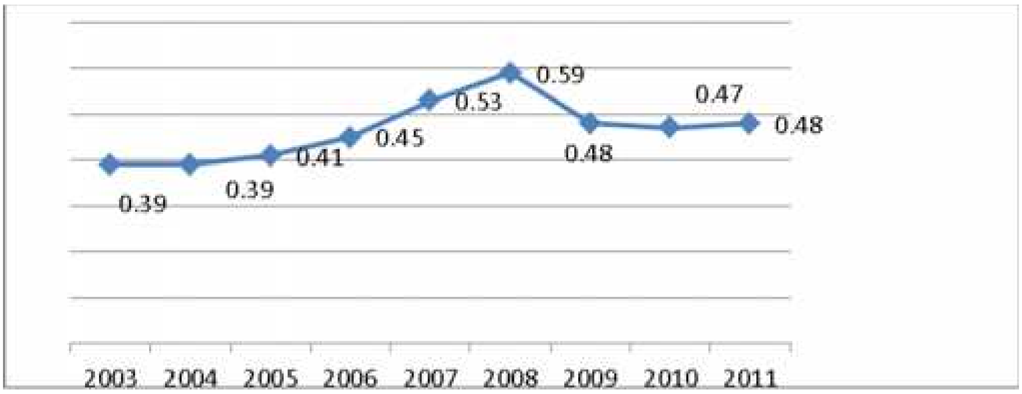
Romania it is considered a net importer of technology. The most important potential for technology in Romania it is considered IT industry due to qualified work force, business prices and creativity. The main disadvantage it is the lack of financing. In order to become competitive it is necessary higher involvement in research and development.

Fig.1 Number of researchers in Romania (1993-2011)



Author calculation after National Statistical Institute, 2012

Fig. 2 Research and development expenditures Romania 2003-2011 (% of GDP)

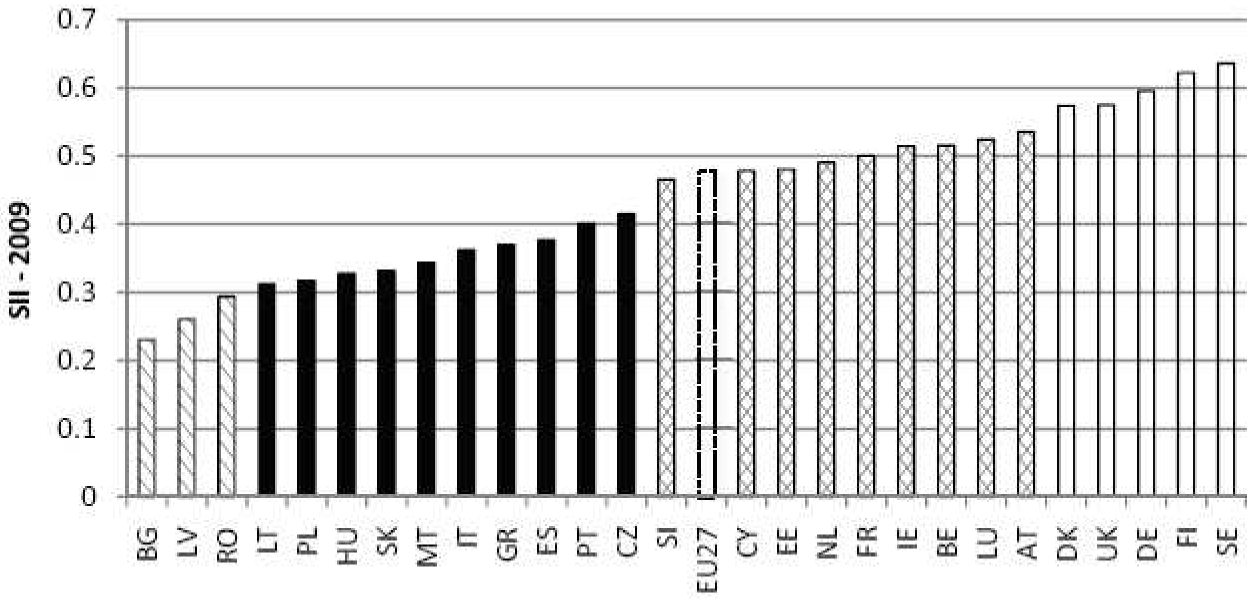


Author calculation after National Statistical Institute, 2011

Romania is behind almost all countries EU in regards to the expenses for technology, only Bulgaria and Slovakia spend less. In this case, the brain export is very high in Romania. Although there is a good and competitive workforce, the researchers leave the country. In 2008, the number of researchers in Romania was 0.43% of the active population. In comparison, Germany has 1.7%, and at EU level, 1.5% (2.45 million people). In regards to the number of researchers the moment the crisis started, the number of the hiring was even lower. The year of 2011 however showed an increase with a bit more than 4000 people. The budget allocation was almost constant in the last years, between 0.48% and 0.47% of GDP. Although the Lisbon strategy in Europe stated that by 2010, all countries must allocate 3% for GDP for research and development, it was not accomplished by Romania (according to the initial Lisbon strategy E- Europe 2020). There were three scenarios created for Romania. The most optimist scenario stated that by 2020, Romania can reach a total level of expenditures for technology at 2.2% of GDP. The more realistic scenario states a level of 2% and the more pessimistic ones 1.8%. Considering that Romania will need important economic rise in order to reimburse the loan form IMF and EU, it is hard to believe that the sums designated to innovation will increase. The conditions of this strategy in regards to innovation „Europe 2020” is hard to believe it will be implemented by the year 2020 because there are huge gaps between European countries in this aspect. It is hard to become a Europe united in aspects of technology because the countries from EU are not the same in aspects of development, resources and labor skilled force. For countries like Romania it is impossible to develop research and innovation because of the lack of reforms in social care, health, education. There are other problems considered more urgent in improving the quality of life than innovation. And this is not the case only in Romania. Other countries like Spain or Portugal, due to the crisis had to decrease the amount spent on innovation. High public debt, unemployment made it impossible for a country on the verge of economic collapse to choose to invest in research.

It is said that the ITC industry and innovation will become the most important pioneers of a new world in Europe. In order to measure the performance in the field of ITC and innovation, the Summary Innovation Index was created (Crișan et al. 2010). This Index divided seven dimensions of innovation into three groups “firms' activity”, “output” and „enablers”. According to European Innovation Scoreboard (EIS) this index is compound of 29 indicators. Calculated for the last 5 years the member countries of UE were grouped in “leaders”, “followers”, “modest innovators” and those “behind”. We can see that the group leader is way above the EU average, which is at the limit between modest innovators and followers. As the future of euro it is threatened by countries like Greece, Spain, or even problem countries like Romania or Bulgaria threaten the development of EU as knowledge based economy.

Fig 3 Summary Innovation Index (SII for UE-27 in 2009)



Source: European Innovation Scoreboard- EIS, 2010

Leaders are considered countries like Sweden, Finland, Germany, Great Britain and Denmark. The followers are: Austria, Luxemburg, Belgium, Ireland, France, Holland, Estonia, Cyprus, and Slovenia. The modest innovators are Czech Republic, Portugal, Spain, Greece, Italy, Malta, Slovakia, Hungary, Poland and Lithuania. The group of the one behind that does not count in establishing the groups of leaders in innovation are Romania, Latvia and Bulgaria.

The most important way through which technology and innovations reaches other countries is through foreign direct investment. Usually technology is transferred by FDI from developed countries to other subsidiaries in other countries. A series of theories completes a mathematical model through which multinational companies generate positive externalities towards local firms for example through contributions brought to professional development of work force, capital goods internally (Blomstrom and Kokko 1998, Saggi 2000). Regarding empirical evidence, the results are contradictory. Some studies estimated even a negative relationship between foreign investment level and the productivity of local firms. For example, Aitken and Harrison (1999) reached this result by analyzing firms in Venezuela, between 1976-1989. The reason is that investments were made in industries were internal presence is weak. Also, the transfers of knowledge are more powerful in high-tech industries, compared to other. This is demonstrated in various studies made by Griffith, Redding and

Simpson (2003), which reveals that FDI are the single important tool in realizing technological transfer, but only for certain industrial sectors. Other, like for examples those in which transnational companies are looking for low production cost, the transfer is week.

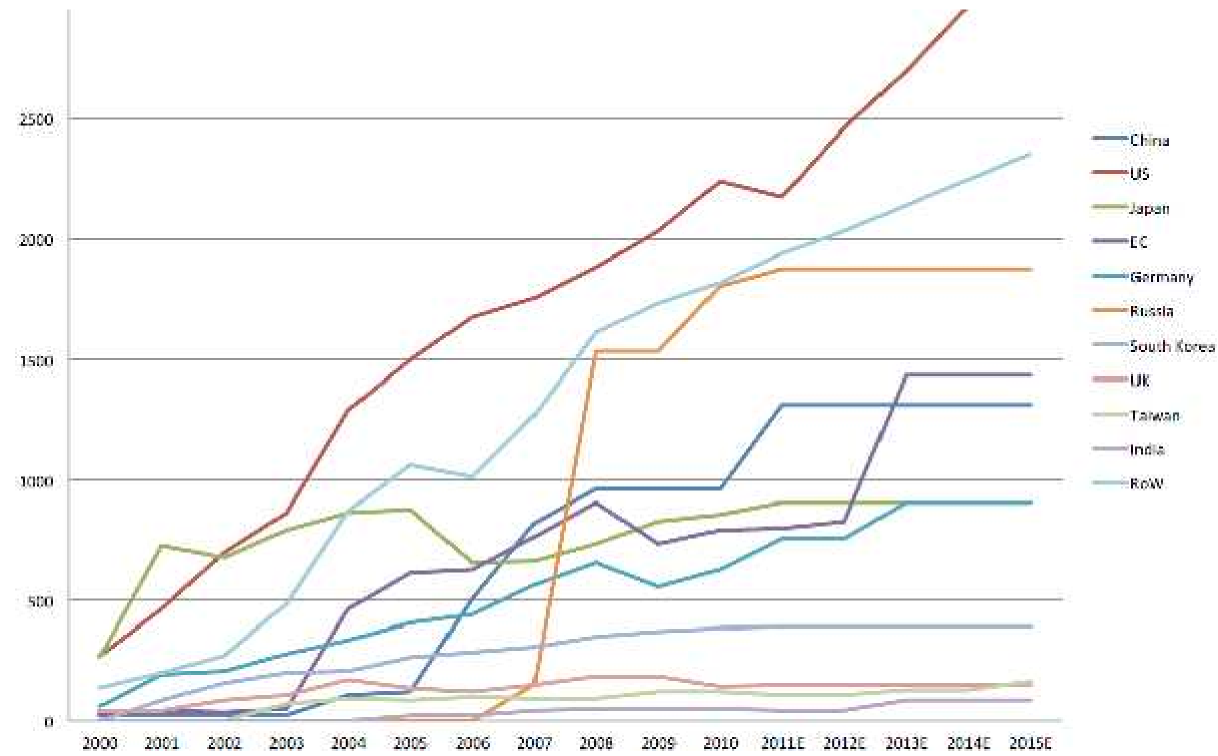
A lot of studies recently showed at a microeconomic and macroeconomic level an important impact of FDI on spreading technology. Xu (2000), by analyzing the activity of multinational companies in USA during 1966-1994, concluded that there is a positive relation between the increase in productivity in the countries receiving FDI and the value added to their GDP. Also, Girma and Wakelin (2001) showed that productivity in the field of electronic equipment in Great Britain is systematic correlated with the share of foreign firms in total number of firms. Other study realized by *Intel* in Costa Rica (Larrain and others, 2000), demonstrated the importance of the investment of high innovative firm in a small or medium country improving the local economy and also bringing other potential investors.

Nanotechnologies- a way to the future

The next step after realizing the importance of technology and innovations is using nanotechnologies. By properly using this technology we can soon find new economic leaders. We just have to ask what will be the economic and the world impact if a country could find an alternative of using the oil on a large scale? There are three countries that currently lead this battle Russia, China and USA. Between 2000 and 2010 it was proved that nanotechnology is a very important weapon for creating sustainable energy consumptions. And these plans can be translated into figures. Some studies predict a nanotechnology market for 150 billion EUR by 2015.

Nanotechnology is the science that manipulates matter at a molecular level, and involves various technological specialties like engineering, medicine, chemistry. This is the next step on evolution regarding high use of research and development. If we consider the fact that the world population is constantly growing and also the increase in standards of life energy consumption also increased. And if we consider figures that state an increase in energy consumption of 40-50% by 2015, technologies that could increase the use of alternative energy become more and more important. And technology can do that.

Fig. 4 World expenses for nanotechnology:



Source: author calculations after Cientifica, 2009

As noticed we can see important amounts invested in nanotechnology. in 2011, China spent 2.25 billion USD in nanotechnology while USA spent 2.18 billion USD. In that year, other countries surpassed USA like Russia and Japan, and all of ASIA. Of course it is not necessary to invest large amounts of money. It is also needed good academic cooperation in order to dispose of qualified workforce, availability of early stage capital for facilitating technological transfer, developed infrastructure. For example, if we think of a country like Great Britain, they have a well-developed infrastructure, but are still behind due to nanotechnology funding. In this aspect, world leader remains USA followed by China and Russia. As we can see above there is an increase in this expenses over time. The president of Russia stated that by 2015 there will be 10.6 billion euro for developing nanotechnologies in Russia. We noticed for Japan a drop in these allocations due to a change in the university system, when they decided not to finance some technological programs, and after an important increase. Japan was also the first country in the world that introduced a nanotechnology program for 10 years in 1992. Also, other countries like South Korea announced that by 2015 they will become the most important country in this field. There are also significant amounts of money in Singapore, China, Australia, Thailand, and even

Malaysia or Vietnam. The total governmental expenses by regions in 2007 showed that Europe allocated 7680 million USD, USA- 5638 and Asia 8012.

Nanotechnologies have the potential to create a new world order „The knowing society will inevitably become more competitive than any other society that we've met because knowledge is universal affordable and soon there wouldn't be any excuse for non-performance. There will no longer be poor countries. There will only be ignorant countries" *(Jinaru, 2003*).

Ray Kurzweill, American scientist stated that "the next 20 years of technological progress will be equivalent to the discoveries made in the whole 20th century". And statistically speaking, on a global scale the expenses for nanotechnology increased. In USA from 2004 by 2008, these expenses increased 41%, in China 5 times from 2005 and 2010. The public investments in financing research and development of nanotechnologies increased from 400 million EUR in 1997 to over 3 billion EUR today. It is estimated that by 2015, this expenses will reach 1 trillion USD at a global scale.

We can estimate the importance at an economic scale of developing such technologies:

- creating new companies in the field that will bring new licenses and patents;
- increase in highly trained labor force, higher number of researchers will improve the competitive index of those countries and industrial competitiveness
- increase in productivity;
- new capital inflow by investing in research and development;
- improving business climate.

A study made by the National Science Foundation that more than 2 million people will work in this field by 2015, and other studies like Lux Research anticipates that by 2014, there will be created 10 million new work places (Nanoprospect, 2010).

Conclusion:

If we take into consideration the increasing amounts of money invested in nanotechnology in order to create a new world order in energy, global worming we might say that with sufficient attention to innovation technology this could become the number one objective for all countries. Today it is expected that nanotechnology will change the face of the new world. For now, in the field of medicine, nanotechnology brought a change. India for example, created a kit for curing TBC that is selling for 1 USD. Until 2015 it is estimated that half of the substances in pharmacy will use nanotechnology as base component. The main component here is how these revolutionary discoveries could be available for the entire world? Beyond this moral problem it is not possible to expect a country to slow down its technological development in order to keep up with globalization. As long as there will be this difference between countries regarding technology, innovation, research and development, highly skilled work force, there can't be globalization. There will always be significant differences between countries and their technological development, therefore developed countries and less developed ones. For examples, as long as countries like Romania give less than 1% of their GDP for technological development it is impossible to become competitive in this area.

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