

Globalization - Chimera, Trand or Necessity?

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Abstract

*The paper discusses the phenomenon of globalization from the perspective: * the need and quality of the process, as it is currently implemented, * the benefits and secondary aspects that accompany it and * the structural changes generated by the pandemic caused by the SARS-CoV-2 virus.*

The argumentation is based on observations, studies and statistics provided by researchers, analysts, international profile bodies.

*From the author's perspective, the activation of the latent valences available to globalization and which can relocate the phenomenon to much higher levels than currently revealed, becomes possible only if at least three elements are met: * interconnection of resources (people, information, technology), * common consciousness generated by a holistic understanding of the purpose and the optimal mode of action and * synergistic action.*

This work is defined by the author's descriptions, multidisciplinary of information, opinions and conclusions and has the role of examining aspects of globalization that, through a slight new approach, can reach lives in a different way, closer to human potential.

Key words: interconnection, common consciousness, synergistic action.

J.E.L. classification: F62

1. Introduction

This research responds to the scientific interests of the authors, being in connection with their concerns and type of scientific training and starts from the desire to clarify the authenticity and necessity of globalization, a phenomenon whose magnitude, according to American researchers Peter H. Lindert and Jeffrey G. Williamson (Bâc, 2020, p.1) has evolved for more than 500 years, since his expeditions to Gama and Columbus.

That is why the research aims at three possible levels to which, possibly, globalization is aligned:

- the first level is globalization as a chimera, consisting of the good intentions of a significant number of people who aim to implement a system of trade and information exchange but who, in the presence of resistance from an archaic mentality, cannot achieve their goal,
- the second tier, frames globalization as a trend followed by groups of entrepreneurs who understand the power of market developments but practice this form of trade based mainly on intuition and less on understanding the phenomenon in terms of its advantages and disadvantages,
- the third level clearly establishes the need for globalization, regardless of the field practiced, as a sustainable strategy for the development of the company and the business environment.

The point of view of the authors is substantiated throughout the work.

The objectives of the article are:

1. the analysis of the phenomenon of globalization from the perspective of the transformation of the world into a unity that manifests itself, through specific means, at the planetary level
2. analysis of the phenomenon of globalization from the perspective of the transformation of the mental and behavioral patterns of buyers caused by the Covid 19.

2. Theoretical background

The main starting point of the research is the explanation that dexonline gives us about the terms globalization and globalizati, respectively:

GLOBALIZATION is a "phenomenon of transforming the world into a unity, which manifests itself on the scale of the entire globe, through specific means" and

„TO GLOBALIZĂ means: 1. to bring together disparate elements. 2. to judge a problem, a situation, etc. overall." (dexonline.ro)

The paper does not aim to follow the lines of thought developed by other researchers and authors who have studied the phenomenon of globalization, but aims to create its own point of view, consisting of research - perennial aspects of life, as manifested in nature, - specific mechanisms once activated, it generates the most effective and efficient managerial results, -the effective mode of action of the world states and the actors involved in international trade, -structural changes generated by the development of fields of activity such as IT or transport, - financial results recorded by different states or economic branches, -new patterns of behavior formed following the SARS-CoV-2 pandemic experiment.

3. Research methodology

The authors used in order to carry out this research paper:

- ✓ quantitative methods of analysis (based on statistics such as those published by the European Commission or economic, social, political news sites)
- ✓ qualitative methods of analysis (based on measuring observed behaviors)
- ✓ comparative methods of analysis (achieved by associating the similarities of the behaviors of living beings or the way of effective implementation of the phenomenon of globalization in most structures, including in the management process)

No difficulties were encountered in collecting and selecting data and information.

4. The accuracy of globalization - perspectives and analyzes

If we carefully analyze how the terms Globalization and Globalizati are defined in the explanatory dictionary of the Romanian language (see chapter Introduction), we can identify some key words, such as: transformation, unity, reunite, ensemble.

Therefore, the intention that is the guarantor of this phenomenon concerns both the whole and the parts. And not anyway, but in dynamics, in a mutually advantageous tandem. How can this duet manifest itself to its full potential? It tells us the very definition: by specific means.

Under what conditions, however, are the specific means correctly selected and applied so that globalization achieves its goal?

We know that any effect has a cause. In the case of globalization, unity - the key element of the whole process can be obtained for people, through people, because man is the one who selects the specific means that are subsequently applied so that transformation can be produced in the most appropriate way. Which means that the sustainability of the result obtained is directly dependent on the human factor.

But there is something from which man, if he looks with due attention, can learn a lot about longevity and efficiency, respectively nature. There are species on earth that have been going through the "globalization process" for thousands of years. Why can't we learn from them? Why can't we observe, analyze, extract the essentials and apply modes of action that have already proven their sustainability?

I will refer to the tree, the plant with woody trunk, perennial, which delights the eye with its woody trunk, branches with leaves and flowers, roots of various shapes, in accordance with the species of which it is part and life-generating fruits.

As Peter Wohlleben points out in *The Secret Life of Trees*, as you walk along the roads surrounded by forests, you can see how the trees intertwine their roots, forming a vast underground network. In fact, researchers from Germany, crossing and exploring the Hartz Mountains, came to a discovery. Yes, several trees belonging to the same species, develop a system of twigs and braids, forming a superorganism in which there are exchanges of nutrients between specimens. The transfer that seems to be a rule in the case of forests, manifested as superorganisms, is the help given to neighboring trees in case of emergency.

This mutual help reveals the true nature of trees, that of social beings who share food with suffering neighbors, going so far as to feed even competitors. But why do trees manifest like this? What are the reasons behind this type of relief action? Do trees know the principle that people have understood and apply in their own communities, namely that where there are many, power increases?

"A tree is not a forest, it cannot ensure a temperate local climate, it is in the wind and it is in the weather. Together, however, several trees can create an ecosystem that tames weather extremes, stores water and generates moisture." (Wohlleben, 2017, p. 14)

In this environment, defending each other, trees can withstand the weather, living until old age. The key is, therefore, the community assiduously defended by the forest specimens. Because otherwise, by exercising separation and caring only for themselves, many of the trees would not have a chance to become secular. But this mode of action not only causes repercussions on one's own existence, but can also generate a whole chain of disappearances with detrimental consequences on the forest crown which, drilled by the disappearance of some specimens, would allow storms to easily penetrate, knocking down other trunks.

In addition, without the protection generated by generous crowns, the forest floor, under the insistent rays of the summer sun, would dry out, with detrimental consequences for all trees.

That is why every tree becomes precious and must be kept alive and healthy, because the whole community depends on it. Thus, each specimen seems to have a deep knowledge generated by a common consciousness, which feeds its will to support and feed the sick specimens with nutrients, until they are better again. And life often causes the tree that was saved to save in turn, the once-saving tree that now needs help.

So trees not only survive, but benefit from longevity because:

1. are interconnected ("through an underground network, a system of braids and twigs that bring together several specimens of the same species") (Wohlleben, 2017, p. 15)
2. have a common understanding that allows for a subtle understanding of the purpose, beyond itself, that only a functioning ecosystem can tame weather extremes, store water and generate moisture,
3. act synergistically, feeding sick specimens with nutrients until they do better again, including feeding their competitors, if they are affected.

By analogy, returning to the stated goal of globalization, the phenomenon of transforming the world into a unit manifests itself intrinsically, if people:

1. are interconnected,
2. have a common conscience,
3. acts synergistically.

There are three minimum conditions whose total or partial applicability makes the difference between a result achieved in full or only in fractions.

But does humanity have as its real purpose transformation and unity? respectively:

- 'change of nature, character, way of being, conduct / change in equivalent quantities of one form of energy to another form of energy' = transformation
- "the appropriation of everything that constitutes an indivisible whole / cohesion, homogeneity, solidarity, union; all unitary, indivisible" = unity (dexonline.ro)

Do we have the capacity to globalize, respectively to "bring together disparate elements? To judge a problem, a situation, etc. as a whole" ? (dexonline.ro)

There is no need for a detailed analysis of this phenomenon. It is enough to inform ourselves and observe:

- on 31.01.2020, the process of withdrawal of Great Britain and Northern Ireland (UK) from the European Union, was completed (Brexit), (Ministry of Foreign Affairs, mae.ro/brexit, 12.12.2020)
- until December 2020, no agreement was reached between the Prime Minister of Great Britain and the President of the European Commission on post-Brexit bilateral relations (Hot News.ro, 12.12.2020)
- the O.N.U. has been officially notified of the "withdrawal of the U.S. from the O.M.S." (Radio Free Europe, 08.07.2020)
- the climate in the Washington-Brussels relationship is 'relatively tense'
- U.E. has decided to maintain the Nuclear Agreement with Iran; in parallel, the US denounced this agreement (PMP, 12.12.2020)

So the transformation is indeed taking place, but the unit, at the time of 2020, in the midst of the Sars-Cov-2 pandemic, the virus that causes a respiratory infection called COVID-19, continues to be a chimera.

And yet? Is globalization a necessity?

The best answers are those offered by reality itself. Thus, in 1969, a „huge step for humanity” took place, as Neil Armstrong, the man who set foot on the ground, for the first time in human history, would say.

How was such an achievement possible? What enhanced it? Was NASA the only organization that dreamed and worked to make this great dream come true?

Not. The field of space exploration was also approached by the European Launcher Development Organization (ELDO), which had similar ambitions to NASA but failed to launch the F-8 rocket two weeks before, on the other side of the Atlantic, to launch the American Apollo 11 rocket. And this was not the first ELDO failure, but the number five failure. The Europeans had tried to launch the rocket five times

F-8 and, each time, they had failed.

Why did two organizations with similar ambitions and challenges, in front of the same project, have diametrically opposed results? What led to the success of one organization and the failure of the other? Were the differences offered by the expertise? Or those generated by resources?

The answer is given by Stanley McChrystal in the book *Teamwork, New Leadership Strategies for a Complex World*. The difference was in „...the way in which organizations distributed information. NASA was, thanks to an approach known as systems management, a much more efficient organization.” (McChrystal, 2016, pp. 232-233)

However, this approach also required a paradigm shift. It took as much managerial effort as technological effort. This has been possible since 1963 when George Mueller was brought to NASA, the person who brought a multitude of organizational changes and formed the managerial foundation of the Apollo program.

„His vision of NASA was that of a single interconnected mind - an emerging intelligence like the common cognition that defines extraordinary teams.” (McChrystal, 2016, pp. 237-240)

Muller gave up old organizational charts and asked engineers and managers who were used to working within their own departments to communicate daily with peers from other teams and centers. Muller knew the time for organizational division was over.

Prior to Muller's arrival to lead the Apollo program, NASA headquarters obtained monthly data from the centers on the ground and had several managers check for inconsistencies. Muller, however, insisted that data analysis be done daily and data exchange be done very quickly.

Just two years after Muller arrived, Apollo has transformed from a poorly structured group of research teams into a close-knit organization.

Even the engineers, who were initially very fierce against systems management, understood that a significant part of the technical problems could only be solved on the basis of the exchange of information. „As Von Braun said, the real mechanism that makes NASA tick is ... a permanent intercommunication between the right side and the left side of the house”(McChrystal, 2016, pp. 237-240)

With this approach, in five years, a space program considered a national disgrace became the best in the world, while on the other side of the Atlantic, ELDO, which had begun with such high aspirations, had failed miserably to during the five F-8 rocket launch attempts. And this, although in 1961, „European technology and expertise were at the same level as those in the United States” (McChrystal, 2016, pp. 240-242)

According to Stanley McChrystal, the Germans developed the first military missiles. The UK is developing a program to create ground-to-air, air-to-ground, ship-to-air and air-to-air weapons. The Netherlands and Belgium contributed by providing significant resources. However, what would lead to the failure of ELDO teams was that they acted independently, with manufacturers and users rarely communicating, with each nation taking control of a different stage of the missile: Thus, Britain produced the servomotor, the second stage was produced by France, the third by Germany, Italy doing the satellite test vehicle. The teams did not have a specific place for the project documentation, they did not have a system through which other groups could access the documentation and there were no specifications of the type of documentation that each entity had the role to produce. Each teammate managed his share with the help of his own national organizations, seeking to maximize his economic benefits and often refusing to provide information.

If on the first attempt to launch the rocket, the failure came from the use of a wrong type of bolts that allowed the connection of the French and German gears, then it was generated by: * the differences between the connecting rings that were used by the Italians and Germans, * problems with the electrical interface, * ignition of the rocket's self-destruct system, even when it was on the launch pad, due to an interface failure, * the explosion that occurred after twenty seconds of flight, at what would become the last ELDO attempt, before the dissolution of the organization in 1974.

„Subsequent internal and external analyzes concluded that all of these problems were caused by a lack of organizational communication - devastating interface failures or warnings” (McChrystal, 2016, pp. 240-242)

So what exactly made the difference between the success and failure of the two organizations which, after all, represent two different models of approach, organization and operation? Exactly what the trees already know:

1. interconnection, not separation
 2. common consciousness, not disjoint
 3. synergistic actions, not independent actions
- So is globalization a necessity? Definitely, yes!

5. Globalization - benefits and fireworks

What would be the benefits of such a unanimous, global approach?

- truly sustainable political, cultural and economic ties,
- open, integrated and sound savings,
- increased certainty in international relations,
- a rule-based world economic, political and security order guaranteed by supranational organizations and strong, credible and effective international institutions,
- improved market access for exporting SMEs,
- the absence of tariff, non-tariff and technical barriers on SMEs operating in various world markets, reduction of tariffs, simplification of customs procedures and, possibly, new mechanisms to promote the exchange of experience and good practice of SMEs, through sales operations and buying in world markets;
- free, fair, balanced and mutually beneficial trade (in goods, services, digital, etc.),
- fair and genuine conditions of competition,
- social progress etc.

Of course, much of the aforementioned benefits have already been achieved. Globalization exists, is being implemented and affects lives and, like any other dual form of existence, affects them for better or worse.

This paper does not question the existence of globalization, but its necessity and quality from the perspective of that phenomenon of transforming the world into a unit, which, at a theoretical level, defines it.

Referring to two simple examples, one on how the tree has proven to know how to survive and survive for centuries, another that presented the results obtained by addressing two different modes of action, based on interconnection and separation, we can easily understand why globalization is a phenomenon not only necessary, but also with the potential for success.

The activation of the potential, however, also depends on the quality of the process. For clarification, I propose the analysis of the production and marketing of a fruit whose record has surpassed any sale of a consumer product: - avocado. This fruit, also called "green gold", whose consumption records "almost 10,000 years" (greelane.com, 13.07.2019) is cultivated in the southern part of the world, in countries such as: Mexico, South Africa, Chile and Peru. The fruit was first popularized in the 1970s in the United States. From a fruit unknown to Europeans, it has become, thanks to an open and internationally integrated economy, consumed in Europe by 65% more in 2018 compared to 2016, reaching at least 650,000 tons. In the US, annual consumption is approx. 1.1 million tonnes. (stiripesurse.ro, 28.01.2019)

And yet, before being accessible in stores, according to (libertatea.ro, 14.12.2019), the fruit called avocado dramatically upsets the lives of people who grow and export it around the world, because this fruit that generates a profit substantial:

- draws attention to organized crime cartels in provinces such as Michoacan, Mexico, which resort to military solutions, kidnappings and assassinations
- causes economic elites in countries such as Chile to use water resources in their own interest and to the detriment of ordinary people who do not have access to this resource, even in terms of daily needs. (libertatea.ro, 14.12.2019)

We can agree, together, that in such conditions, the quality of the process, at this moment, is poor. Returning to man, who manages the whole process, we can easily understand that only a profound structural change can activate the valences of the maximum potential of globalization.

However, interpreting the definition of globalization from a different perspective, we notice that the world has become a unit of production, for itself. And this is good, as indicated by the financial indicators presented below, according to which (European Commission, 2020) the trade conducted by EU27 in 2019, with non-EU countries, totaled € 1,934,944 million - import of goods and € 2,132,015 million - export of goods. So we are talking about an international trade of € 4,066,959 million that would not have had the possibility to exist at this intensity if it were not for:

- * signed agreements between states (ARM) that allowed to reduce costs and time required for product certification and facilitated the access of foreign products to international markets,
- * excluded technical barriers, non-tariffs and tariffs on companies operating worldwide, - *
- reduced tariffs, - * created easier customs procedures, - * formed and approved springs to streamline exchanges of experience and good practices, through sale-purchase actions on world markets.

But all this is due to globalization, interpreted as a process of goodwill on the part of all parties involved, with the common goal of exchanging knowledge and goods to generate a significant improvement in processes, products and quality of life (unfortunately, as we have recognized up, not always, for all the actors involved, which confirms, once again, the applicability of the proverb: There is no forest without drylands).

Therefore, in order to be traded worldwide, the goods produced in a certain part of the world, unity is needed. The unity of the will of states to develop free, fair, balanced and mutually beneficial trade relations. The unity of statesmen's agreements in implementing trade policies that eliminate discrimination, such as against foreign suppliers, for example.

But the production and marketing of goods are increasingly linked to the services provided worldwide, the economic performance of many manufactured products depending on access to services. Today, a company with international activity can no longer be competitive without efficient telecommunications or transportation without access to banking, insurance, or accounting systems.

In addition, the development of the IT field has generated new industries and services, emerging, developed worldwide. International trade has seen new horizons and new forms with the acceleration of technological processes. Most products are no longer manufactured in a single country, but in different countries and even on different continents. Products of any kind can now be designed in any US state, manufactured in Asian countries and assembled in Europe.

Or a company can provide external services, maybe even international, using human and technological resources located at its headquarters.

Therefore, supply, manufacturing and sales chains have acquired a global dimension.

6. Globalization from the perspective of SARS-CoV-2 virus

And yet. Can there be factors independent of the human being that disrupt the phenomenon of globalization, as we know it?

Reality proves yes. There is, one of them being a pathogen called SARS-CoV-2 that causes various infectious diseases and that generated the current pandemic of COVID-19.

Why can a virus affect the world economy? Because it generates panic, and panic changes behaviors and habits.

For example, according to an EY study conducted during the pandemic period from May 13 to June 2, 2020, on a sample of almost 400 participants:

- approx. 70% of Romanians consider the quality of products and services a priority, to the detriment of the price,
- the volume of purchases increased, with the focus on local products to the detriment of imported ones,
- over 33% of respondents prefer online orders,
- over 75% of consumers estimate that they will migrate to online shopping in the next period,
- approx. 25% of those interviewed reduced their budgets for non-essential expenses such as personal care, tourism, sports or outdoor activities,
- over 64% of Romanian consumers are concerned about their own health and that of their family.

The initiators of the EY study thus confirm, through the obtained results, trends identified at global level regarding the consumers' behavior, whether we are talking about the Romanian consumer or the one from developed markets. All people show similar patterns of behavior, namely: - reduction of expenses, - saving and increasing stocks, -hibernation and consumption or - keeping calm and spending money (Financial Newspaper, 20.07.2020).

And the direct results of these patterns of behavior are not long in coming. As the INS informs us, in the period 01-09.2020, the turnover in the industry decreased overall by 9.7% compared to the similar period of 2019.

Decreases in turnover were registered in sectors such as: current goods industry (-2.2%), intermediate goods industry (-5.3%), capital goods industry (-13.3%), energy industry (-34.1%).

Only the durable goods industry registered growth (+1.0) (Financial Newspaper, 12.11.2020).

The consequence is that producers, providers, suppliers, all companies that have in their portfolio products and services from which the consumer reorients his attention, are obliged to rethink their management, marketing, communication strategies, to identify new solutions for market integration. , or even to reorient itself towards a categorical change of its own portfolio.

Creative thinking, adaptability, resilience. These are mandatory attributes of the new management style for companies that will remain relevant in the market and succeed in making the qualitative leap that the pandemic imposes on the global market. On the globalized market.

It's just that new patterns of buyer behavior are very likely to force generators of goods and services to increase the quality of the processes that constitute the phenomenon of globalization.

In this way, the world forced to change can be redefined, transcending the current experience in which the production and consumption of goods and services that ensure individual well-being are a priority. Thus, the common consciousness manifested by other species considered inferior by man, can be activated in us. By building a holistic understanding, aligned with a common goal, at the service of the whole, the parts, separate elements, can come together into a whole.

In this way, the phenomenon of globalization, as it is defined in the online DEX, will have achieved its goal.

Thus, if until now we said that "Globalization is a positive force that generates change ..." (European Commission, 2017) now we can say that Change is a positive force that generates globalization.

7. Conclusions

The results obtained from the present research can be summarized as follows:

1. Just as trees form a vast underground network through the interweaving of roots in order to survive the weather, so people need a network of connections, partnerships and social, commercial, informational exchanges called globalization, to ensure their sustainable sustainability;

2. Just as trees help each other when some get sick, so do people, providing other people, sometimes from other parts of the globe, with life-saving products, ensuring them a better quality of life, or even survival;

3. Existing misunderstandings at the interstate level directly affect the implementation of integrated trade mechanisms (see Brexit and the adverse consequences of a split-up decision);

4. The way in which organizations distributed information, constituting a single interconnected mind, made the difference between NASA and ELDO, only the first institution managed to allow man to set foot on the lunar soil. In the same register, only a flow of information, knowledge and goods can guarantee a balanced development worldwide (a negative example in this respect is China which, in full economic development, isolated itself from the rest of the world, building a great Chinese wall that short-circuited its access to evolution, for a long time);

5. The fair implementation of globalization, a well-intentioned process, but not at all easy to apply in conditions of mutual equity, is dependent on each person involved in the process;

6. Consumer behavior has changed by experiencing this pandemic period; globalization will be able to maintain its upward trend only in conditions of adaptability and resilience to the new.

The research and results obtained by the authors of the article represent only one perspective from the multiverse of perspectives that characterize this process. That is why, through the generosity offered by the approached subject, it remains open to new understandings and approaches that both the current developers and the general public, thematic interest, can develop in the near future.

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