

## Is there unity in diversity in the globalization era?

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The paper had as starting point the observation that ever since ancient times many philosophers have observed and analyzed the human behavior, considering every aspect that might contribute to the “good life”. They pointed out the need for a background for the individuals to jointly pursue a common goal. Most researchers, however, questioned the complicated relationship between the modern society and the difference brought about by the old institutions, especially regarding the family and the traditional community. The paper attempts to highlight the fact that the economic activity (and implicitly the development) is highly influenced and determined by institutions – certain rules of behavior, which depend on mental models, which in turn are part of an interdependent relationship established with the cultural context in which individuals are integrated. We find that in the era of globalization economic development might make use of different types of capital, the role of which has until recently been overlooked. Several studies make reference to social capital as representing social norms and relationships rooted in the social structure of societies, based on which individuals coordinate their actions to achieve the expected results. Thus it can be observed that social capital comprises those characteristics of social relations – interpersonal trust, a system of reciprocity, involvement in civic organizations as well as interpersonal and inter-organizational networks – which should lead towards cooperation and collective action having the general advantage in mind. For certain rules to represent social capital, they must lead to cooperation, reflecting the traditional virtues mentioned above. Yet another difference in achieving a short term competitive advantage in the global market can be the investment in psychological capital and the development thereof. The current challenge lies not only in seeking the creative resources of the necessary talent, but also in finding innovative ways to capitalize and develop those human abilities that may lead to a sustainable competitive advantage, thus globally the psychological capital represents more than the sum of the integrative parts (social capital and human capital). Contemporary multiculturalism occurs in the context of the expansion of globalization; This leads, on the one hand, to the homogenization of ideas, institutions and forms of life, and, on the other hand, to mass migration and the diversification of each society, and a resulting reaction to worry about national identity and the rediscovery or invention of indigenous traditions. With globalization it can be seen that the most diverse identities begin to emerge, they can be perceived as a reaction to certain uniformity. Our paper makes reference to the notion of “Europe” as comprising the largest “united diversity”. Our research thus focuses more on the current situation at European level, taking into account also the demographics’ dynamics (the aging population and the strong influx of immigrants), considering equally the economic, political and social areas. And if we considered the differences and disorders perceived at EU level, we should more likely look beyond the current crisis and focus also on historical influences, on geopolitics, on changes occurred – technological, demographical or climate-related. Unity can be considered as comprising the values of peace, prosperity, green policies, but it just wouldn’t be fit to imply the “one size fit all” approach, as history has shown that the same rule cannot be universally applied, and even if attempted to do so, it would ultimately lead to different outcomes. In the same vein, diversity does not only refer to different languages, cultures and values, it also includes different political systems, different levels of development and inequality. Thus, provided the massive influence of globalization, the paper highlights that considered should probably be a flexible unity, in order to embrace diversity and be prepared to accept the immediate reality, which we think would be more than a simple adaptation to current conditions.