

UDC [327:504] : 005.332.4

BOKHAN Alina, Ph.D. (Economics) Associate Professor
of the Department of international economy
Kyiv National University of Trade and Economics

CONSOLIDATING DIPLOMACY IN ECOLOGIZATION OF COMPETITIVE RELATIONS

The article deals with topical issues of forming consolidating diplomacy in greening aspects of competitive relations in conditions of internationalization and globalization of economic interaction space.

Keywords: consolidating diplomacy, competition, internationalization, international environmental policy, environmental safety, globalization.

Бохан А. Консолидирующая дипломатия в экологизации конкурентных отношений. Рассмотрены актуальные вопросы формирования консолидирующей дипломатии в контексте экологизации конкурентных отношений в условиях интернационализации и глобализации экономического пространства взаимодействия.

Ключевые слова: консолидирующая дипломатия, конкуренция, интернационализация, международная экологическая политика, экологическая безопасность, глобализация.

Background. Global imperatives in social-economic transformations of the world countries make actual a new dimension of society progress. The immensity of the humanity nature-transformed activity witnesses that the balance between competition and cooperation, individualism and solidarity, confrontation and consolidation is aimed at the maintenance of evolution changes. The renovation of the civilization progress steps is occurred under the influence of nature laws. In this case competition becomes a peculiar adapter of all living beings' reaction to environmental challenges.

The potential of competition projection on the humanity vital activity has both positive and negative consequences. In society, as it is in nature, competition is mostly based on a struggle for the access to resources, energy or to avoid risks, danger, enemies. However, mutual competitiveness might

be the races of the rivals with equal opportunities, where absolute velocity is constantly growing, but a relative one remains constant; there are neither winners nor losers. This is competition of that kind where the humanity pays the highest price for the progress, borrowing resources from future generations or referring negative impact to the environment as externals [1].

Proper attention to reveal ecological determinants in the sphere of acquiring advantages by competitors is aimed at their interaction mechanisms improvement, economic and ecological concerns coordination, motivation to the market cooperation and consolidation on the base of compromissary diplomacy. Its integrating role is obvious in many spheres of competition manifestation: economic, energetic, resources, social, ecological, foodstuffs, informational etc.

Analysis of recent research and publications. The competitive relations development within marketing area is considered by scientists in the following contexts: international ecological management, the policy of economic safety, cooperation and diplomacy (A. Aphontsev, K. Bliznetska, A. Mazaraki, N. Rogozhina [2–5]); the exposure of ecological components in architectonics of economic diplomacy and preventiveness of international actors actions in their reaction to the challenges and threats of globalization. (A. Aphontsev, T. Zonova, T. Isachenko, B. Shevchenko [6–9] etc.)

Scientific research of ecological-economic context is versatile, that witnesses about national, regional, international, global problems interrelation. Due to the diversity and complexity of communities functioning, competitive process is estimated on the base of time, events and facts, that characterize: the state and character of competitive relations; the level of loyal, ambitious or confrontational reaction of rivals on the marketing agents' decisions. In this context the vital task is to attract attention of theorists and practitioners in the sphere of international affairs to the diplomacy issues within the sphere of competition in the aspects of forming the culture of economic entities on the ecological principles of preventiveness, compromise collaboration, cooperative solidarity and innovative partnership.

The **aim** of the objective is to define the role of consolidating diplomacy in ecologization of competitive relations as a premise to renew the market entities economic interaction format to achieve a marketing success, international recognition and society's effective modernization guaranteeing.

Materials and methods. According to the research objective the methods of complex analysis are applied in the article. They intensify the understanding of dualism of ecological base of competitive relations, as well as the presence in them of aggression goals, struggle, cooperation and collaboration. Specific methods allow to determine guidelines in the marketing environment diplomacy, ways to reduce the tension in competition considering the need of ecological safety on the individual and collective levels, the extension of competition functions and types. The informative base on this issue is a complex analysis of the renowned national and foreign scientists' investigation.

Results. The international scientific-practical discourses concerning the contemporary dynamics and future path of the world economy are connected with the problems of crisis events and potential threats of financial, informational, demographic, ecological, foodstuffs, military contents and others. Since all the spheres of human existence contain attributes of natural, resource and energetic origin. It allows to understand better the dilemma "aggregation – isolation". Aggregation strengthens competition and at the same time creates numerous advantages due to the combination of diverse elements. Separation in society decreases competition, but causes the lack of advantages, that is provided by the group energetic activities. The whole history of the environment and modern reality reflect mobile and unpredictable symbiosis between people and nature.

Y. Radkau has pointed out rather fairly: "The history of ecology teaches a lot of things, and first of all, that great decisions to solve specific ecological problems have resulted in the appearance of new and complicated problems. Striving for "firmness", that postulates the eternity of the world, the persistent efforts to detain it causes the safety dangerous illusions. The environmental protection is a concern about the unknown future... The concepts ideal "firmness" might be an illusion, if it serves for ecological legitimacy of present reserves total development. Evidently, the humanity future will depend on the nature generating ability" [10].

Diplomacy of balancing in nature is oriented at the integrative diversity, that is ensured by the complexity, differentiation, and vitality of its highest levels. The plurality of competitive-interacted ecosystems is obligatory to support the biosphere reliability. Cooperation can be found in nature as often as a competition. To reach this, rather different organisms with very diverse needs can join together, but to compete – organisms with equal needs. Especially, there can be distinguished the following types of interaction among populations: "neutralism" – the associations of two populations are affected neither of them; "competitive repression" – both populations pressure each other; "resources competition" – each population affects negatively the another in its struggle to obtain foodstuffs in case of their lack; "amensalism" – one population suppresses the other, but it doesn't suffer itself the negative effect; "parasitism" – competition between "owner" and "parasite" provokes their mutual complication or death; "plundering" – one population is affected negatively the another due to the direct aggression, but nevertheless it depends on the latter "commensalism" – one population benefits from their merger, but for the other, it is not significant; "protocooperation" – both populations receive specific advantages from their merger, but their connection is not compulsory; "mutualism" – the population connection favorable for the development and survival of both populations. In addition to that, the presence of confrontational interaction between species accelerates the natural selection,

determines new forms of adaptation and facilitates their traits diversity. The struggle at the same level can influence other levels of confrontation. Competition also can cause extinction of the species, when it carries them to the point of absurdity of self-destruction or leads to ecological catastrophes.

However, competition furthers the nature progress, world development, technologies etc. Since the society changes intensify human creativity, inventive capacity, innovations, competition and collaboration – they are essentially the biological processes. The evolutionary integrity of nature and society is considered as the idea of "coevolution"¹, that in social-economic and ecological contexts is revealed through progress or regress as a consequence of relationship of cause and effect between the active and passive forms of competition. Thus, any environment with the limited resources contains the manifestation of active rivalry between economic entities. The enlargement of the entities and resources circle favors passive competition. But at present the interdependence of economic and ecological problems is directing competition into the spheres of economic activity rationalization and the optimization of resource-, techno-, and energy consumption. The competition between the economic entities and their functional environment changes the competition format according to the cybernetic and synergetic concepts of development [11].

As a result, there is the formation of the *ecologic architectonics of international competition* with the elements of internationalization and innovation of business-culture, cosmopolitanism² of social values and guidelines, identification of risks of economic activity mental stereotypes, realization of consolidating diplomacy – as responses to the new challenges, opportunities and threats of global, resource, ecological and other nature (*figure 1*).

The diplomacy practice of the concordance of countries economic and ecological interests in the sphere of competition witnesses the attention accentuation on the following questions: the national rivalry of states and inter-state competition on the world market.

In the opinion of U. Beck, the states that are competing on the international market, support mutually each other, when they restrict competition with the help of negotiations, diplomacy and cooperation [12]. It is achieved with the strategy of inter-state competition reduction on the base of the international agreements, diplomatic consensus, ecologic certifying, and so on (*figure 2*).

¹ *Coevolution* – the term used to identify the mechanism of interrelated elements within the whole system, that is developing. Ecological vector *K*. – the humanity for the sake of the future must change their own living environment as well as improve themselves in adapting to the objective requirements of nature.

² *Cosmopolitanism* (from the Greek *Kosmopolites* – citizen of the world) – the ideology that gives priority to human values; coexistence and interaction of multiple identities by feelings for global citizenship outside nations. Semantic idea of the meaning and interpretation of the concept of "C." is historically variable.

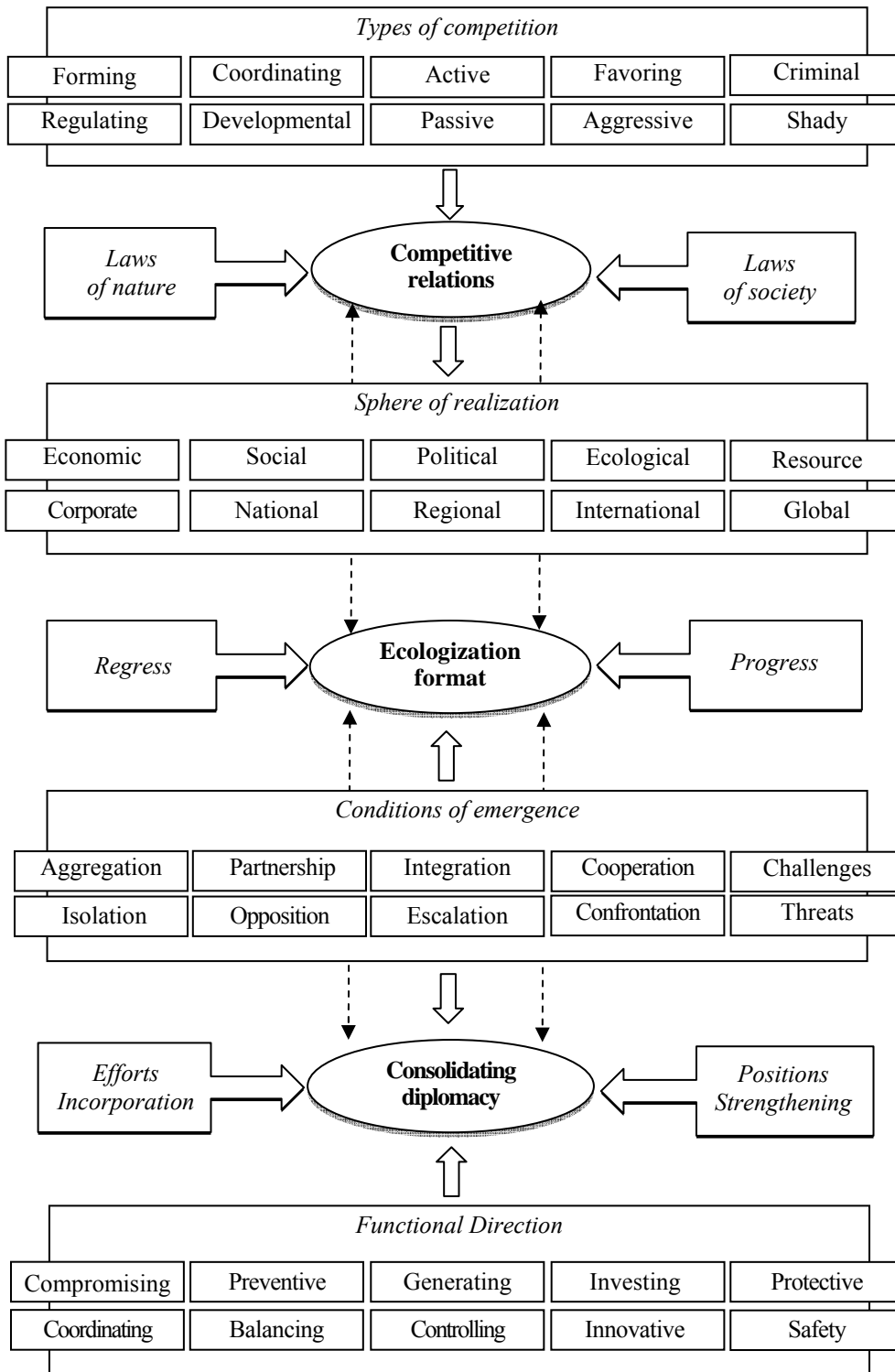


Figure 1. Ecologization of competitive relations in the format of consolidating diplomacy (Author's elaboration)

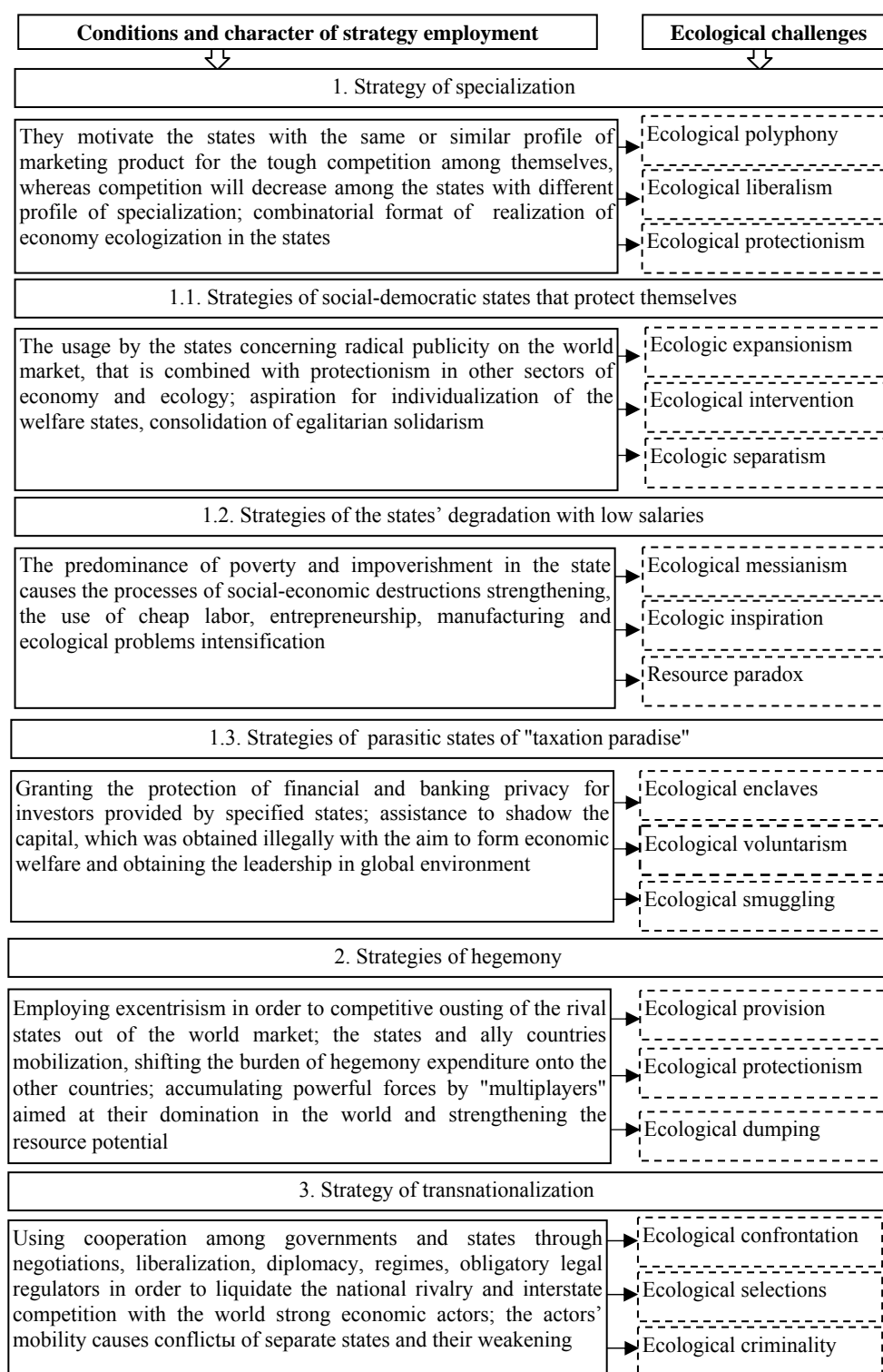


Figure 2. Ecological stratification in the interstate competition orientation
(Made by the author using [12–14])

Generally, the choice of competitive relations strategies depends on the particular combination of productive and marketing factors, that provide the maximum economic return. The policy of introducing "the greening" technologies contains the logic of comparative prices, where the countries' goodwill toward any of the ecologic modernizing mechanisms depends on their level of economic structure:

- For *developed* countries – the creation of new working places (e.g. By 2020 under the ecological aegis the UK will have planned to create 100 000 working places, invest 16 billion of the US dollars into new renewal types of energy; the USA – 5 million of working places, 150 billion of the US dollars respectively);

- For the *new industrial* countries – the increase of resources use effectiveness (e.g. South Korea is gaining the status of the ecological-ambitious country in the international partnership, especially: the contract for 1 billion of the US dollars has been drawn up by the Korean manufacturer of energy equipment "*Doosan Heavy Industieis & Construction*" for the construction of an enterprise for desalinating the sea water in Saudi Arabia; the joint project for 30 million of the US dollars has been worked out to build the world largest Center of animals' cloning in China; the collaboration of the companies "*Yingke Boya Gene Technology (Tianjin) Ltd*" and "*Sooam Biotech Research Foundation*");

- For *underdeveloped* countries – the income provision for the poor part of the population in case of industrial-extensive pattern of economy (e.g. the international project to build a road with the investment of 44 million of the US dollars, which has to ensure Bolivia's access to the two oceans (the Pacific Ocean in Chile and the Atlantic Ocean in Brazil), is accompanied by the conflict of economic interests among the representatives of business, farming and the defenders of Amazonia ecosystem [15].

The international character of the world economy of environmental management requires the *marketing environment diplomacy process*, where the economic relations: *between manufacturers and consumers* have to be oriented at the ecological self-regulation of a renewal process with applying the regulatory, preventing, controlling, stimulating functions; *among competitors* – at the actions synchronization and the efforts consolidation to create prerequisites for the ecologically-safe and resources balance of their marketing needs. According to the estimates by *OECD Environmental Outlook to 2030*, in the nearest future the global economy will have to spend an enormous amount of money to eliminate the present environmental pollution, an even now 60 % of all ecosystems are exploited excessively [16]. The expediency in the marketing complimenting is obvious, because everything is interrelated in natural formations, ecosystems and societies. Having succeeded significantly in scientific and technological progress, the humanity remains very sensitive to the natural disasters.

Thus, the British consulting company "Verisk Maplecroft" has distinguished the countries that most of all have suffered from the latest natural disasters: India, Pakistan, Bangladesh, Indonesia, China, the Philippines. In 2015 the Asian countries economies suffered damages of 45,1 billion of the US dollars as a result of force majeure. The forest fires in Indonesia were recognized the most expensive natural disaster of that period. They caused the country's losses of 16,1 billion of the US dollars (1.9 % GDP). Besides, the similar cataclysms (tropical cyclones, floods, storms, earthquakes) cause significant losses for domestic and foreign markets, which are interrelated in the conditions of globalization of manufacturing chains and logistic centers. In particular, as a result of floods in Thailand (2011) the computers and cars producing enterprises of the world companies were among 10 000 of the plants that were inundated. The corporations *Apple, Honda, Toyota, Hitachi, Canon, Western Digital* and others had to stop the manufacturing process in several countries suffered from the disaster. As a result, during 2014–2015 the developing countries lost the foreign investments to the amount of 1 trillion of the US dollars. The great losses from the natural disasters are caused by the low level of the national management of the system to react and overcome the natural disasters consequences. Therefore, while investing significant amount of money into the Asian dynamic markets and receiving the profit, the foreign companies must be responsible to these countries [17].

At the same time, the absence of the united policy concerning the ecologically oriented consolidating diplomacy means rather vertical than horizontal concentration of economic roles within the world system and background of the interstate dialogues. The necessity to strengthen the international ecological responsibility is very complicated process, as while supporting the ecological initiatives at the international level, countries may endanger the existence of the natural reserves of the highest level of protection if it is at the national or regional levels. Especially, interregional competition for obtaining the frontier ecological resources infringes the interests of both neighbor countries and investors, who can represent the interests of the third party.

Within diversifying scenarios of interregional competition (shift, concessional, transit) the stratagems of social-economic and ecological development of the states involved may experience the political contrasts. For example, China, Russia, Kazakhstan and other countries of Central Asia are striving to create the international system of the water resources usage that will allow to solve a set of existing problems more economically fairly and ecologically conflict-free in case the basins of transboundary rivers are considered as the unique ecological system [18]. At the same time, in the context of consolidating diplomacy development between these countries the Project of constructing Hydropower Station "Egiin Gol" on the river Eg-Gol in Northern Mongolia (2015–2035) has drawn an international response due to the fact that financing this project in the sum of 1 billion of the US

dollars was stopped by China by the request of Russia and UNESCO taking into consideration the probability of strengthening the ecological problems for the Baikal – the most freshwater basin on the Earth. At present the diplomatic efforts of Mongolia in this project realization are aimed at ensuring the financial support by other countries – Japan, Korea and Norway. However, the paradoxical fact is that China is striving to build series of five hydroelectric power plants on the river Brahmaputra, which is a strategic waterway of India. It may cause serious problems: "water" conflict between Beijing and Delhi, ecological extremism in India owing to the probability of the unity inside the quasi- countries in the confrontation for water resources [15].

The natural potential of many rivers of the world as trans-border water objects influences the state of riverside countries in the following contexts: the international activity of national economies, the development of water complex industries, the ecosystems functioning, the unique landscape preserving, the biological diversity support, the anthropogenic risks appearance, the radiation pollution etc. But the water objects can be found more often in the epicenter of political confrontation, ecological conflicts, military threats, accusation in ecocide, cases of ecological terrorism. For example, the river Dnipro, the Northern-Crimean Channel (Ukraine, Russia, Byelorussia); the river Neman (Ukraine, Byelorussia, Lithuania, Russia, Moldova); the river Tisa (Ukraine, Romania). The countries enumerated above are striving to achieve the adopted compromise in solving the mutual ecological problems through the creation of nature preservation organizations, ecological boards, public organizations, realization of common international water projects, expansion of information about modern methods of protection and ecological rehabilitation of natural resources of the rivers basins taking into consideration the possibilities of diplomatic content.

The unpredictable consequences of competition are specified by the cumulative effect of political and economic decisions. In fact, the point that seems to be a rational choice at the individual level, can lead to the catastrophic consequences at the collective level. In particular, when competition causes the armaments drive (nuclear, ecological, bacteriological, radiological, informational), the result may appear to be the opposite, than the one, which has been planned. Just because the consolidating diplomacy is enlarging its interpreting the operation of the law "nature knows no borders", which makes impossible in time and space the attempts of the economic welfare and ecological safety individualization by the countries, because the danger reduction for particular recipients through its increase for the rest cannot be justified, perspective and profitable.

Conclusion. The presence of paradoxes in the sphere of competitive relations, the ecological problems integrity in the sectors of micro- and macroeconomics, the geopolitical dominance in the countries' resources provision result in the *consolidating diplomacy* orientation:

- the progressive community and international business efforts combination with the aim to renew the competition goals in the world economy ecologization;
- the competitive positions strengthening through the economic entities cooperation in the ecological and safety spheres on the principles of marketing innovations;
- the countries motivating to the national wealth proper control and the resources usage effectiveness systematic monitoring (natural, territorial, energy, human, labor, scientific, intellectual resources etc.);
- determining "the price" of the national economies transparency and adapters to the negative ecological effects of the cases of aggression, expansion, intervention, extremism;
- performing the negotiations to remove the discrimination of competitors and barriers in liberalizing the ecological production export-import flows;
- forming the institutional, legal and financial blocks of interaction in countering the ecological conflicts caused by the competitors' actions at the market;
- assisting the countries' scientific and technical potential development in providing them with ecological competitiveness at the international and world markets;
- preventing the social confrontation and creating stimuli to overcome the humanity passivity concerning complex changes management in ecosystems;
- improving the level of countries' competence while identifying the nature of the international, trans-border, national and local ecological problems appearance; motivating to the countries' initiative in their ratification of ecological agreements.

The following scientific research on these problems will be likely to concentrate on the revealing of the competitive interactions specificity and their potential in the sphere of the spatial economy ecologization, the nature rational management increase, the natural resources protection and renewal on the transboundary regions territories of Ukraine with Poland, Slovakia, Romania, Hungary, Russia, Byelorussia and Moldova. Consolidating diplomacy is acquiring the status of a progressive peacemaker, market integrator and the humanity ecological-economic welfare generator.

REFERENCES

1. *Gessen D. O., Eriksen T. G.* Big na misci : paradoksy konkurencii' ; per. z norvez'k. I. Sabor. K. Nika-centr, 2014. S. 22.
2. *Afoncev A.* Ot bor'by k rynku: jekonomicheskaja kooperativnost' v miropoliticheskom vzaimodejstvii. Mezhdunar. processy. 2013. T. 11. № 3–4. URL : www.inter-trends.ru/two/002/htm.
3. *Blizneckaja E. A.* Mezhdunarodnoe jekologicheskoe upravlenie: kljuचेvye voprosy osushhestvlenija i perspektivy. Vestn. MGIMO. 2012. № 2–23. S. 147–155.

4. *Ekonomichna bezpeka Ukrai'ny v umovah globalizacijnyh vyklykiv* : monografija / za zag. red. A. A. Mazaraki. K. : Kyi'v. nac. torg.-ekon. un-t, 2010. 718 s.
5. *Rogozhina N. G. Jekologicheskaia diplomatija razvivajushhhsja stran. Azija i Afrika v sovremennoj mirovoj politike* : sb. statej. M. : IMJeMO RAN, 2012. S. 50–63.
6. *Afoncev S. Mirovaja jekonomika v poiskah novoj modeli rosta. Mirovaja jekonomika i mezhdunarodnye otnoshenija*. 2014. № 2. S. 3–12.
7. *Zonova T. V. Diplomatiya. Modeli, formy, metody*. M. : Aspekt Press, 2013. 347 s.
8. *Isachenko T. M. Jekonomicheskaja diplomatija v uslovijah politicheskogo krizisa. Vestn. SPbGU*. 2015. Vyp. 3. S. 46–64. (Ser. 5).
9. *Shevchenko B. I. Jekonomicheskaja diplomatija v sovremennoj sisteme mezhdunarodnyh otnoshenij. Jekonom. zhurn.* 2016. № 5(41). S. 29–40.
10. *Radkau J. Priroda i vlast'. Vsemirnaja istorija okruzhajushhej sredy* / per. s nem., sost. ukaz. N. F. Shtil'mark. M. : Vysshaja shkola jekonomiki, 2014. S. 362–364.
11. *Kravcevič S. V. Tipologii konkurencii: teoretiko-istoricheskij aspekt. Vestn. ChitGu*. 2011. № 5(72). S. 9–14.
12. *Bek U. Vlada i kontrvlada u dobu globalizacii'. Nova svitova politychna ekonomija* ; per. z nim. O. Judina. K. : Nika-Centr, 2011. S. 247–265.
13. *Ekonomichnyj suverynitet Ukrai'ny* : monografija / za zag. red. A. A. Mazaraki. K. : Kyi'v. nac. torg.-ekonom. un-t, 2015. S. 572–595.
14. *Bohan A. V. Ekologichna bezpeka v umovah globalizacii' / Ekonomichna bezpeka Ukrai'ny v umovah globalizacii' / za red. A. A. Mazaraki. K. : Kyi'v. nac. torg.-ekon. un-t, 2010. S. 648–651.*
15. *Ekologija krai'n svidu*. URL : <http://polpred.com>.
16. *Internet-resurs*. URL : www.eco-live.com.ua.
17. *Rogozhina N. Stihijnye bedstvija – ugroza dlja razvivajushhhsja rynkov Azii*. URL : <http://ru.journal-neo.org/12/04/2016>.
18. *Ugrjumova A. A., Kapustina T. A. Vigody i poteri ot mezhregional'noj konkurencii za jekologicheskie resursy. Ekonom. visn. un-tu*. 2016. Vip. № 29/1. S. 191–198.

The article was sent to the editorial office 31.10.2016.

Bohan A. Консолідуєча дипломатія в екологізації конкурентних відносин.

Постановка проблеми. Глобалізаційні імперативи в соціально-економічних трансформаціях країн світу актуалізують нову вимірність прогресу суспільства. Масштабність природо-перетворювальної діяльності людства свідчить про те, що балансування між конкуренцією та співпрацею, індивідуалізмом і солідарністю, конфронтацією і консолідацією спрямоване на підтримання динаміки еволюційних зрушень. Потенціал проєкції конкуренції на життєдіяльність людства має позитивні та негативні наслідки. Визначення екологічних аспектів у сфері конкуренції пов'язується з удосконаленням взаємодії ринкових суб'єктів, узгодженням економічних та екологічних інтересів їх діяльності, мотивуванням до ринкової співпраці та консолідації на засадах "компромісної дипломатії". Інтегруюча роль її є очевидною у багатьох сферах прояву конкуренції: економічній, енергетичній, ресурсній, соціальній, екологічній, інформаційній та ін.

Аналіз останніх досліджень і публікацій. Наукові підходи в дослідженні екологічних аспектів розвитку конкурентних відносин у ринковому просторі розглядаються вченими в контексті: міжнародного екологічного управління, політики економічної безпеки, кооперації та дипломатії; виявлення екологічних компонентів в архітектоніці економічної дипломатії та превентивності дій міжнародних акторів у реагуванні на виклики і загрози глобалізації тощо.

Метою статті є визначення ролі консолідуючої дипломатії в екологізації розвитку конкурентних відносин як передумови оновлення формату економічних взаємодій ринкових суб'єктів для досягнення ринкового успіху, міжнародного визнання та забезпечення ефективної модернізації суспільства.

Матеріали та методи. Відповідно до мети дослідження в статті застосовано методи: комплексного аналізу, що поглиблюють розуміння дуалістичності екологічного підґрунтя конкурентних відносин; спеціальні – визначають орієнтири в дипломатизації ринкового середовища, зменшенні напруги в суперництві з огляду на потребу в екологічній безпеці, розширення функцій і видів конкуренції.

Результати дослідження. Міжнародні науково-практичні дискурси з приводу сучасної динаміки та майбутньої траєкторії світової економіки пов'язуються з проблематикою амплітудності кризових явищ і потенційних загроз фінансового, інформаційного, демографічного, екологічного, продовольчого, воєнного та іншого змісту. Адже всі сфери людського буття містять конкурентну атрибутику природного, ресурсного й енергетичного походження. Вся історія навколишнього середовища і реалії сьогодення відображають рухливий і непередбачуваний симбіоз між людиною та природою. Дипломатія балансування в природі – це наявність інтегративного різноманіття, що забезпечується складністю, диференційованістю і життєздатністю її вищих рівнів. Суперництво між господарюючими суб'єктами і середовищем їх функціонування, змінює завдання та види конкуренції. Формується екологічна архітектоніка міжнародної конкуренції, яка створює передумови для використання консолідуючої дипломатії між країнами у контексті необхідності вчасного реагування на екологічні загрози від техногенних катаклізм, упередження чи зменшення ескалації конфліктів у світі, що включають ресурсні, енергетичні, екологічні та інші виміри. Практика дипломатичного узгодження суперечностей між економічними і екологічними інтересами країн у сфері конкуренції свідчить про наявність імпульсів: національного суперництва держав і міждержавної конкуренції на світовому ринку. Наявність політичних суперечностей, парадоксів конкуренції, секторальних проблем економіки та ресурсного забезпечення країн дає підстави визначити певну спрямованість у розвитку консолідуючої дипломатії.

Висновки. Наявність парадоксів у сфері конкурентних відносин, інтегративність екологічних проблем у секторах мікро- і макроекономіки, домінантність геополітики в ресурсному забезпеченні країн утворює роль консолідуючої дипломатії. Подальші наукові розвідки з цієї проблематики можуть стосуватися виявлення специфіки конкурентних взаємодій та потенціалу їх використання у сфері екологізації просторової економіки, підвищення раціональності природокористування, охорони та відтворення природних ресурсів на теренах транскордонних регіонів України. Консолідуюча дипломатія має особливий статус: прогресивного миротворця, ринкового інтегратора та превентивного генератора екологічного благополуччя людства.

Ключові слова: консолідуюча дипломатія, конкуренція, інтернаціоналізація, міжнародна екологічна політика, екологічна безпека, глобалізація.