

**Zdeněk Štěpánek**

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## **THE IMPACT OF GLOBALIZATION TO THE REGIONAL DEVELOPMENT**

### **1. Nowadays world is full of the contradictory trends**

The period, that we live in, is not only very dynamic, not only massively technologically orientated, but also restructured, and ideologically and politically confused, it is full of the contradictory trends. What do we really want? Do we have the further development under control?

Just the small example. Scientists, doctors, medics endeavor to improve the quality of life, the mean age is extended. Economists warn: the share of working people in the working age is waning, the pension system cannot cope the increasing number of seniors, it is necessary to reform pension system, to aid the natality, to open the doors for immigrants. Environmentalists assert: The Planet is overpopulated, people are over multiplied, the next growing directly impend the ecosystems of all the kinds. The catastrophic scripts revive: there is the menace of the energy crisis, food crisis, oil crisis, the climate change, international terrorism, etc and etc.

The fellowships all over the world face up to the social global challenges too. The differences between the rich and the poor are deepen, migration increases, the areas of social exclusion grow, the growth of criminality is drawing.

The countries that do not want to be behind, they have to solve the real and actual problems. In nowadays open world, the base of the efficiency is the competitive strength. To its achievement, or if you like, reinforcement demands comprehension of the contemporary and perspective reports of the next development.

One of the most expressive characteristics became globalization in the last decades. It profits not only economically, but also in social, cultural, technological and scientific development of the world.

Globalization has primarily technological and economic sources close to its multi-dimensionality, as the real developing process. On the one hand, it is conditioned on the great development of the informative, communication and transportation systems. On the other hand, it is conditioned on the unusual liberalization of the

world trade. Especially the second factor is strongly promoted in politics. There are proceeding lasting acts about the other and other removing of the economical and technical impediments in the world trade – reducing and removing of the taxes, unification of the security, health and ecological demands and about the exactitude of the rules in the trade.

Near technological impulses, there played very important role the falling of the bipolar division of the world and unusual increase of the level of living not only in the most advanced countries. Although some eccentric authors put the beginning of globalization to the period after discovery of America by Christopher Columbus, we could locate the principal complex of global processes to the 90's of the 20<sup>th</sup> century (mass development of the Internet, possibilities of the worldwide mobility, the break up of the totalitarian regime in large parts of the world, etc.)

Even if we pass away the ideological interpretation of the globalization principles, in deed we deal with the “shrinking of the world in the space and time” above all. The markets, investments and international relation are less and less determined with the national border. The transformations run there, where cohesion increases in political, economical and social subjects in the range of the whole planet.

The developmental phenomena considered to be the main manifestation of the globalization are:

- Dominion of the finance over production.
- Huge growth of the direct foreign capital items.
- Growth of the number and increase of influence in Multinational Corporation.
- Growth of the global superpowers impact.
- Decreasing sense of the middle and little national countries.
- Raising dependence, mainly of the little countries, in foreign trade and direct foreign capital items.
- Raising work of the knowledge.

Globalization is the result of the human activities, that's why it is also politically formed. It depends on the political development of the world, if there are used mainly positive aspects and occasions of globalization, or if there are predominating risks, problems, negative phenomena that are necessarily connected with globalization too.

## **2. The basis of the success is competitive strength in global world**

Why we should be endeavor to have the highest competitive strength in globalization world? The high economic performance is the presumption of the wealth spread for the widest population levels, social advantages, health care, protection of the living environment, reinforcement of the striking power.

How to hold out in the whole world competition in the global economics? The global trade is supplied with two principle categories of products and services:

- The most advanced countries provide the products with the high quality for top technical and user level with higher and the highest prices (USA, Federal Republic of Germany, Japan and the others).
- The less advanced countries provide the products of ordinary level with unrivalled low prices (China, India and the others).

The industrial countries that have advanced social system (e. g. the countries in the Middle and the East Europe) cannot compete with the second group of the countries that have their competitive advantages built at the several fold lower productive costs – that reach mainly because of low earnings and the absence of the ecological costs.

On the other side, today, they cannot make a competition even with the first group countries, it means with the most advanced countries, because they did not reach the needed technological progress, based on the top research and the development and the ability of innovation.

So, what the companies from this industrial countries need (including the Czech Republic) for its capable integration effectively to the world competition in the level of the most advanced countries (as was noted above and they do not have the other effective strategy).

In general, it is valid that the country which has the companies' effort the creation of the position in foreign trades and they need:

- Well-educated labor force in every level, mainly in the key positions in research, management and the trade.
- Available and favorably prices for energetic sources.
- Positive trade politics of the country.

In the same time, it deals that if country is not priority and exportable orientated, the world competition is the most important stimulus for its development. And the pitiless global trades will compete the companies that will have the best stand in hard domestic competitive conduct. So, if there isn't a hard home product, there would be more than only difficult for the single companies to assert themselves to the world market.

### **3. Education – enterprise – competitive strength**

So, globalization changes the whole message, standing and methodology of the tertiary education, mainly for so called the high educational system, which is the key for the successful development. The dimension of population spreads, it goes at least the lower/baccalaureate/ level of education, demands differentiate the educational establishment from “the simple universities” to the excellent universities, that implement the top research in the world level and fill the need of the lifelong education. And all of that is in the inconsistent conditions – the interests are not always consistent and the specialization of the competitors with the needs of the trade work, the financial demands for the education grow, the social state creates a lot of places

that are needless in fact and on the top of it, it adopts a lot of regulations that provide the long-run paying inactiveness for all the time growing number of the university educated part of population. Thanks to the relative free moving of the people, the top world educational workplaces magnetize the best brains from all over the planet, they product the best results and get the most of all financial resources. On the other side there are the possibilities of so called regional working places that are more and more limited – if they would not find the rational and the far-sighted strategy and the optimum position in exactly saying the whole world competitive conduct of the upbringing, production of the new knowledge and ideas and their way of the using. The above-mentioned facts are chronic well-known things and they are quoted for a lot of the years.

The politicians, in the countries of the Middle and the East Europe, usually oversimplify the whole problem to some cliché. Let's introduce the most frequent one: To have the successful development and to have the competitive strength, as full as possible number of population have to absolve the university education. – So, we have to allocate substantial more financial resources to university educational system. – To graduation of 30-40 per cent of population from so called university (at least baccalaureate degree), it should be to do that. But not all of the specializations could make it possible, that's why the humanitarian and social specializations are developed – sociology, psychology, politics, social work, culturology, etc. But, it is statistically proved, that the progress creates 1-2%, it supplies no more than 10% and it positively develops maximum 30% of population. The others usually “ride” on or even break the development. Thanks to the education, the violent criminality sinks, but there is a big increasing in economic criminality. The graduated students of the universities refuse the manual work, it increases the pressure to creation of the “needless” positions (to have less unemployed people), and on the other side there is an import of the workers from the less developed countries.

And more, we forget about the essential fact: the development doesn't supply the scholarship, but the business. Education makes business easier, but it is not its synonyms. The system of the tertiary education should harmonically connect the both sides of the problem: wide education + top education for mentioned 10% of population.

#### **4. The cause of the Czech Republic**

I am going to introduce the experiences of the Czech Republic that could be very interesting for the other countries too, it deals with the effort to spread and to improve the quality of the university educated labor works.

In the beginning of the 90's a lot of new universities upraised in the Czech Republic (and now 22 of the public universities offer the free education), after the year 2000 the sack with the new private universities tores (46, the yearly fee makes 50 – 150 thousand Rubles).

The number of the students increases in some hundred per cent in the Czech Republic after the year 1989 and this year approximately 55 per cent of the appropriate population years will be taken in (it is maximum by that time). In the same time the number of lamentation for the declining of the special level of absolvents grows in deed, for the grey average or even for the absence of the research and the frequent doubtful pedagogical security in the running of the educational establishment. The ministers of the educational system change (for last 10 years there were 10 ministers from the different political parties), they product their own new conception that are not realized – and they usually demands for increasing of the financial resources, allocated to the section of the educational system.

The majority of the university rectors usually refuse realization of the turning points in the system of governing, the tries for increasing of the pressure to effectiveness university operations and to the higher checking-up of the public – they give the reason of necessary protection of the academic freedom and relative autonomy of the universities. The critical classification of the Czech tertian level of education comes usually from the foreign countries, eventually from the experiments in objectification based on the international comparison.

More frequent essential questions are discussed again and again:

- Are there defined goals of the tertian education and they real answer to the situation in conditions of globalization?
- Is the result strategy realized for the reach of these goals?
- Is the current system of the governing adequating for this goals and strategy?
- Is the system of the financing rational and economical?
- Does the decision sphere decide creatively, with the needing perspective and without political deformation?

We cannot answer positively even for the one of these questions. On the contrary, there are many arguments that it is not in such a way.

After the year 1991, there started to raise the new public universities either as the new universities or as the supplement of existing universities. They quickly spread their capacity, in the first decade of this century they were markedly orientated mainly for the quantitative development, it was characterized by the explosive development of the baccalaureate level of education (1990: 100% students, 2007: 350% students).

The level of universities, mainly in the regions of Republic, develops considerably irregularly. In the most of the cases, these schools have to overrule a lot of handicaps and the most important was – and is – the lack of highly qualified pedagogues and scientists and from that problem the result is the lack of the competitive pressures.

In the same time, there runs the other process – the rise of the private universities, in the first phase – purely baccalaureate (the first private university arose only in 2007).

On the one hand, the result of these processes was the unusual growing of the studying places, on the other hand there was unwillingly admitted but not wholly logical decline of the educational quality. If there should finish the studies nowadays approximately 55% ingoing students, there should not be the level of education as high as in the time of coming 15% of the students (in 1990's). The politic interest in statistical increase of the number of student with the university education after the entrance of the Czech Republic to the European Union. This tendency accelerates and it corresponds the financing way of the universities, primarily motivated to increase mainly of the baccalaureate field of study, with humanitarian orientation.

The Czech Republic is quantitatively gaining on the advanced countries of the European Union on the one hand; on the other hand it is more and more behind in qualitative way. Contemporaneous tertian educational system did not prepare absolvents in conformity with the demands of the labor market – there is a lack mainly of the IT-experts, mechanic engineers and the top tradesman.

The incidence of this development was doubly negative in the regions. The renowned older universities in the big cities (primarily Prague and Brno) and some certain faculties in some other cities naturally spread their number of students too and pretenders to education preferred and prefer them. The quality of the applicants for the studies was naturally lower in the regions. And totally naturally there was extended the possibility of the using the highly qualified pedagogs at these universities and they make difficult the possibility of their obtaining in the regions.

The modernizing of the high education system in the Czech Republic to the level of globalization demands is generally belated, considerably more in the regions than in metropolises. The Czech universities do not appear even in the first hundreds of the world chart, so no matter that there are the criteria from the countries of Europe, America or China.

Finally there is only one conclusion in all the debates: There is too little amount of money that comes to the sectors of the university education – whether it comes from the public or private finance. It is undoubtedly true. Usually we miss out very markable fact: There is a lack of money and on the top of it we usually ineffectively manage with them.

After 17 year experiences, the Czech society is urgently conscious of its defects in present development and the estate of the high educational system, how to markedly improve this development – to make the education of population markedly conduce for demanded final effects – in upbringing and in preparation for the work of the new generation in the whole world society of the 21<sup>st</sup> century.

The suggestions that are discussed now usually force for the differentiation of the universities – it is very necessary for the universities. But it is made in the way that rather leads to the next tardiness of many regions. It is true, that the era of 1990-2007 was long enough to make the natural differentiation of the universities on the base of their possibilities to use, to extent and to qualify their human potential. But this true does not change the path of the next development in regional workplaces –

if only there would not be supplemented the stimuli for the more effective governing, reinforcement of the financing and better using of the allocated financial resources. Thereat it is desirable to orientate in results, fewer in the amount of the articles, conferences and the other formal attributes that are dominated in the evaluation of the universities and their academic workers.

## 5. Conclusion

The continuing globalization leads in the Czech Republic, i.e. economic of the “small form”, to the deepening in the differences (economic, social, and cultural) between the metropolises (Prague, Brno) and the regions. Usually exerted regional politics declines these differences to acceptable limit and that’s why it is demanded. The same is valid for differentiation of the metropolis and regional universities. But in the whole conclusion, our national dominant workplace gets behind very much of the world tops. That’s the question, if the prepared reform of the tertiary education improves this situation.

## Literature

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## WPLYW GLOBALIZACJI NA ROZWÓJ REGIONALNY

### Streszczenie

Współczesna rzeczywistość charakteryzuje się szeregiem rozbieżnych trendów. Dominują nowe wyzwania i nawiązywanie wzajemnych relacji między nimi. Podstawę sukcesu stanowi siła tkwiąca w konkurencyjności poszczególnych krajów na tle globalizacji światowej. Jednym z warunków osiągnięcia takiej konkurencyjności jest posiadanie wykształconej siły roboczej, w związku z tym wzrasta znaczenie wykształcenia akademickiego. Jednakże spełnienie tylko tego warunku nie stanowi o sukcesie przedsiębiorstwa, lecz jest jedynie bodźcem dla rozwoju i osiągnięcia dobrobytu. W chwili obecnej Republika Czeska przygotowuje się do szeroko zakrojonej reformy szkolnictwa wyższego, lecz przepaść pomiędzy dużymi metropoliami a regionami coraz bardziej się pogłębia.