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textul lucrării:

THE IMPACT OF SOCIO-ECONOMIC MEGATRENDS UPON SOCIAL SYSTEMS AND BUSINESS DEVELOPMENT (METHODOLOGICAL ASPECT OF STUDY) Abstract The article reflects some outcomes of the author's scientific research which has been conducted for recent few years. The purpose of the study was to reveal the most influential socio- economic trends that have determined the development of the contemporary social and economic systems, including business. In doing so, there has been precised the notion of a socio-economic megatrend (SEM), there have been conceptualized and systematized some key SEMs which produced an impact on the formation of modern society, influence the development of postmodern society and will contribute to the constitution of future society. In the very frame, it has been traced the impact of each of the SEM revealed upon the development of business activity. Key words: business development, social system, socio-economic megatrend. JEL: B40 M19 O20 O35 Z13. I. INTRODUCTION AND LITERATURE REVIEW The term megatrend was put into scientific operation

35by John Naisbitt in his famous work "Megatrends: Ten New Directions Transforming Our Lives", in 1982 (Naisbitt,

1982). The American researcher drew the attention of theoretical researchers and practitioners to the fact that there were some the most general trends which conditioned the contemporary socio-economic life of the USA. He distinguished them as follows: the shift from Industrial society to the Informational one;

36High tech–High touch (each new technology is matched with a compensatory human response);

39from National to a World Economy; from Short-Term to Long-Term

(strategic management thinking – Z.S.);

8from Centralization to Decentralization; from Institutional Help to Self-Help;
from Representative Democracy to Participatory Democracy; from Hierarchies

to **Networking; from North to South; from Either/or to Multiple Option**. In doing so, **the**

researcher contributed a lot to the understanding of not only those significant socio-economic mainstays which had been producing a great impact upon the development of the social system of the USA, but of all socio-economic systems of the world of today. The research of J. Naisbitt did not stop. He himself continued monitoring the issue (see, for ex. Naisbitt and Aburdene, 1991), and the researchers worldwide have been contributing to the analysis in various prospective (see, for instance, such contributors of Moldova as Dumitru Moldovan, 2004; Nadejda Siscan, 2005; Boris Chistruga, 2007; Zorina Siscan, 2009). More recent research works in which the accent has been put on the systematization of megatrends are exposed below. The experts of Copenhagen Institute for Future Studies Klaus Mogensen and Troels Eriksen have distinguished 12 megatrends that they regarded to be the most powerful toward 2020 (Mogensen and Eriksen, Toward

232020): ageing; globalization; technological development; biotechnology; nanotechnology; **prosperity; individualization; commercialization; health and environment; acceleration; network organizing; urbanization.**

The expert of Ernst and Young, Uschi Schreiber, in his research has suggested the definition of the

26 megatrends as “large, transformative global forces that impact everyone on the planet” (Schreiber, 2015, p .2).

Having leaned upon that understanding, the researcher distinguished

31 six megatrends: digital future; entrepreneurship rising; global marketplace; urban world; resourceful planet; health reimagined.

The expert of Pricewaterhouse Coopers, David Lancefield, has offered his own classification for the contemporary megatrends which shape society and business worldwide (Lancefield, 2015):

16 demographic and social change; shift in global economic power; rapid urbanization; climate change and resource scarcity; technological breakthroughs.

Mark Beatson in his report, worked out for a professional HR and people development company CIPD, has put an accent on megatrends as “trends shaping work and working lives”, and has emphasized that “they have been

33 setting the benchmark for excellence in people and organization development more than 100 years”

(Beatson, 2013). Sarwant Singh presented a report for Frost and Sullivan on megatrends of presence and future, composing 20 top global megatrends and tracing

9 their impact on Business, Cultures and Society (Singh, www.frost.com).

Some other top 20 global megatrends have been identified within

1 “a ground-breaking foresight research and analysis” by

George Vielmetter who has substantiated them to be the leaders toward 2030, and has pinpointed those

1 six that will create “the greatest shifts in the business environment”:

1 globalization 2,0; environmental crisis; individualism and value pluralism; digitization; demographic change; technological convergence (Vielmetter, 2014). In **the most of**

reports it has been underlined interactivity of the megatrends. Uschi Schreiber, for instance, has sustained:

34“while each of the megatrends stands on its own, there is clear interactivity”

(Schreiber, 2015, p.2). Any original research on megatrends is welcome as being significant and always actual for strategic planning and evaluation of a socio-economic system at all its levels: macro level (a state), micro level (an enterprise), mezo level (a certain industry) etc. It allows better understanding of the processes which take place within a social system, in general, constituting it and determining its perspective. It lets better planning of entrepreneurial strategic directions, contributing to business competitiveness and its more successful response to social requirements. At the same time, the research is valuable when it contains not just a collection of “strategic shifts” and “mainstreams” but offers its own logic of analysis which can, on the one hand, inspire the further research, serve as a methodological base for it; on the other hand, can become a guide for the strategic evaluation of organizational environment and further organizational planning. The research reports mentioned above distinguished by their aspects and arguments what has made them interesting and useful for both academics and practitioners. In the very context of the worldwide research of the megatrends, the purpose of the study that the article reflects, was as follows: in the light of an aspect of analysis, set as a socio-economic megatrend, to provide the conceptualization of the latter and, on that basis, to launch a classification, emphasizing the interactive character of the megatrends, and tracing their strategic influence upon social systems as well as the business development. II. CONCEPTUALIZATION AND RESEARCH METHODOLOGY A Socio-economic Megatrend is defined here as a direction which, first, influences not few but all social systems, including national economies, shaping, so far, a global socio-economic space; secondly, acts not few years but up to centuries, constituting a global socio-economic time. The origin of a socio-economic megatrend (SEM) is conditioned by discoveries in science, technological advance and entrepreneurial activity and, in its own turn, accelerates the scientific development, technical and technological changes as well as business re-engineering. It also contributes to the appearance of new kinds of entrepreneurial activity, new production technologies, new investment priorities, new goods, services and consumer preferences. By a Social system it is understood here the complex of political, economic and cultural subsystems which has been shaped as an outcome of the impact of the SEMs. In this sense, the social system develops in multi-level manner: at global level (worldwide), macro level (state, national economy), micro level (organizational), nano level (individuals as “nano-social- systems”). As far as the interest of the research has also been placed on the business development issues, the social system concept is often used in the article in its specified form as a socio- economic system. Research Methodology is mostly based on Synergetic approach to system development. In so doing, first, it is traced an idea that, due to the SEMs, social systems become dynamic in their passage from close systems to the open ones, and vice versa; secondly, the accent is put on poly linear and multilevel investigation of the SEMs as well as the revealing some points of bifurcation in their development, and some synergy effects, producing by the SEMs. III. CLASSIFICATION Proceeding from the definition of a SEM suggested above, the SEMs which have determined the shifts in social systems as well as paved the way for business development are distinguished as follows: industrialization, informatization, globalization, localization, transnationalization, socialization, ecologization, genderization. The list is not supposed to be complete as the research continues and allows revealing, like in a holographic gestalt, more and more megatrends in the development of social systems, trends of worldwide significance. Besides, some megatrends which could be displayed as “independent” ones (like liberalization, integration) or which have found their reflection in the research reports mentioned above are treated here as “subcomponents” or “componential megatrends” of the distinguished SEMs. IV. CONCEPTUAL DEVELOPMENT 4.1. Industrialization. This megatrend is in the base of the evolution of Modern society and economy. It started in the XVth–XVlth centuries and attained its top in the middle of the XXth century in economically advanced countries. The megatrend provided a foundation for the development of two different, by their ideological considerations, world social systems: first being market and capital-oriented, based on a private property concept and second being communist- oriented, based on a common property concept. Despite the sharp systemic divergences, both social systems developed, following the same logic of Industrialization. Mass impersonal production and mass impersonal consumption were determined by a general “objective” of Industrialization: satisfaction of primary human, social and economic needs, gradual and permanent raise of living standards, solution of the worldwide painful issues like poverty, hunger, pandemic diseases, after-world-war recoveries, increase in productivity etc. General “solution” presupposed the investment in physical and human capitals, the development of all sectors of economy with a special attention being paid to the second sector, and later on, to the third one; large-scale production, with gradually decreasing cost and maintaining quality standards; worldwide promotion of an “international” style which symbolized the standardized, up to unification, mass-production and mass-consumption approach to solution of socio-economic issues, and which became especially evident in worldwide construction of cities. In this context, one can notice that, due to Industrialization, the Urbanization megatrend received its “second” breath, after the appearance of ancient and medieval towns, evolving in modern cities and mega policies. It has become so much associated with the Industrialization megatrend that can be considered now as its “componential megatrend”. Chemical industry has flourished, as it has been offering up to the present cheaper and cheaper solutions for satisfaction of primary human and socio-economic needs. Education and medical services unprecedentedly turned into mass production and mass consumption too. General economic and business orientation in social systems under Industrialization is to the accelerated economic growth, fast investments return and profit maximization.

economically advanced countries passed Industrialization, and found themselves under the impact of a new SEM – Informatization. As far as the development of national economies is not of the same pace, Industrialization megatrend continues its action. In the world economy there constituted a group of the so-called “Newly Industrialized Countries” (NIC). South Korea, Taiwan, Hong Kong and Singapore formed the group and became known as Asian Tigers. At present, they have already passed from the category of developing social systems to the category of the developed ones, owing to the use of Industrialization megatrend opportunities. Today, the “NIC” group is being filled with other developing countries like Brazil, China, Mexico, India etc. which are taking advantage of Industrialization to attain the developed socio-economic status.

4.2. Informatization megatrend. It started in the middle of the XXth century, and is still in growth. By its socio-economic content, it refers to the transition from industrial social system to the postindustrial or informational one. The process found its reflection in number of outstanding monographic works (see, for ex. Touraine, 1974; Bell, 1976; Masuda Y., 1981). In economic and business dimension, the passage presupposes shifts in factors of production, production technologies, and investment policies as well as in managerial and marketing know-how, appearance of new types of companies. The comparison of some essential features of socio-economic systems shaped by Industrialization and Informatization megatrends is suggested in table 1.

Table 1. Comparative characteristics of socio-economic systems shaped by Industrialization and Informatization

Socio-economic system based on Industrialization	Socio-economic system based on Informatization
1. Main factors of Production Traditional: Labour (physical), Land, Capital (financial)	Neo-factors: Intellectual labour, Information, Human and Social Capitals
2. Emphasized Spheres of Production Second and Third sectors of economy; Production of standardized goods and services	Third and Fourth sectors of economy; Production of specified, and individualized goods and services
3. Principle Producer Firm, Corporation	Small enterprise, Transnational corporation, Virtual Company, University
4. Investment Policy Physical capital; Labour consuming domains; Industrial technologies	Human and Social Capitals; Virtual Financial Capital; Intellectual labour consuming domains; Information and Telecommunication technologies
5. Technical and Technological Base Mechanization, Part-automatization	Full-automatization, Cybernetization
6. Management and its Philosophy Operative and Rational (short-term oriented) focused on Economic Growth; Profit and Producer-oriented	Strategic and Reasonable (long-term oriented) focused on Sustainable Development; Quality and Client-oriented
7. Decision-making Authoritarian style; Representative democracy; Result-oriented, Mechanic approach to a Social system	Liberal style with rotated leadership; Participative democracy; Synergy- effect-oriented, Holistic (organic) approach to a Social system
8. Organizational design Centralized; Highly formalized; Rigid bureaucracy; Vertical hierarchy	Decentralized; Little formalized; Soft bureaucracy; Flat hierarchy; Flexible Strategic Business Units (SBUs); Networks
9. Organization of Business Processes Maximization of resource usage, Overall corporation; Incremental practices	Optimization of resource usage; Focus on the Corporation's Key Competence and Outsourcing; Innovation Project-based and Kaizen practices
10. Priorities in Production and Consumption Unification: Consumer as an Impersonal Mass; Standardized large-scale production and consumption, oriented to needs' satisfaction	Diversity: Global, Standardized, impersonalized large-scaled as well as in Small series or Personalized, adapted to preferences of customers; Consumer as a Client
11. Organizational form of Distribution of goods and services Line chains	Net chains
12. Space and time of Business Physical, dependent on geographical location; fix-time connection	Physical and Digital, Virtual, independent from geographical location; on-line non-stop connection

Source: elaborated by the author (see for more details Siscan, 2009). As much as Industrialization has been assisting social systems in satisfaction of their human and economic needs, Informatization addresses the “objective” of meeting human tastes and preferences. Due to informational and telecommunication technologies (ICT), the “solution” for economy and business there serves the production in small series, and even individualized. The ICTs allow fast managing a production line for small series as well as meeting individual orders by designing an ordered good in computer first, with accordance to a Client's preference. The IKEA Company can be referred as a bright example. It is creative in elaboration of various interactive ICT-based projects. One of them is the IKEA Home Planner, owing to which a consumer can feel itself a Client who designs a room or all the apartment or house in collaboration with the company.

2“Become your own interior designer with the help of the IKEA Home Planner. Select and place your choice of Kitchen and Dining furniture and fit them to the exact measurements of your home. Rearrange and try different styles until you're satisfied with the result. View it in 3-D and print with all the measurements, just like an architect. See how much it will cost, and get the list of all products” (Inter IKEA

Systems B.V., 1999-2014). Informatization shapes a new socio-economic reality – digital one, in which absolutely new goods (computers, mobile telephones and other electronic devices) as well as the accessories appeared; traditional kinds of business got new expression: e-commerce, e-banking, e-tourism etc. Besides, new services came into being: e-consulting in management, finance, and marketing; long- life and at-a-distance learning; informational consulting, including various intelligent services (see for more Siscan, 2009); the economic intelligence develops (see Dijmarescu, 1998). The megatrend has also determined the appearance of new kinds of companies – Virtual ones, among which there are

distinguished modular corporations, horizontal, networking companies (Paraschiv, 2005), e-cottages, cybermediaries etc. Besides, the ICTs allow organizing global work-force on the basis of telecommuting. By its form, Informatization refers to its measurable part: quantity and power of computers, computer literacy, access to Internet and mobile telephony, satellite connections, possession of informational and telecommunication technologies, updated softs; various indicators and indexes, estimating the progress in building the informational society and economy (e-readiness, economic intelligence etc.). At the same, one may notice that Industrialization and Informatization SEMs are based on two even "more global", in historical perspective, cultural megatrends which have been acting since Ancient Time: Modernization and Post-modernization. The first one encourages revolutionary shifts in a social system; fast changes; prospective, progressive orientation, and then leads to unification, standardization, establishment of "meta-narrations" as "universal" ideologies (Lyotard, 1979) in society, and then in business; it ends with dogmatization and rigidization of the social system as well as absolutism in values and priorities. The second one is based on essential, but gradual, shifts. It is ground on pluralism, retrospection, flexibility and relativism in value system as well as individualization (more detailed in Lyotard, 1979; Siscan, 2006). For business development both megatrends open the opportunities: modernization puts an accent on new technologies and technical possibilities, it implies re-engineering, centralization and usage of all resources of a social system up to their maximum. Post-modernization, uses the absolutely new technologies too, but rare. It prefers to lean upon the traditional technologies which also become "new", because of being "forgotten" and "re-minded". It is less aggressive, introduces changes softly, step by step, using networking and collaboration, as well as multiple forms of promotion of its goods and services, including play and game forms; its shifts in social and business system are permanent, Kaizen-kind (see for more Imai, 1986); business tends to decentralization in order to take an advantage to "be everywhere" in a globalized society and economy, to react promptly to any order, to "grasp" the preferences of an already-satisfied-by- Industrialization Client, and to do it as fast as possible, before global competitors take an advantage. In doing so, business orients itself toward the optimization of its processes, resource usage and profit.

4.3. Globalization megatrend.

It is the most "recognized" today as being mentioned in majority of studies on megatrends, if not all. It can be considered as a cultural megatrend that has been manifesting itself by waves throughout history (Siscan, 2009) or as a specific SEM caused by Informatization. The ICTs have allowed bringing all social systems close to each other in place and time, creating physical and digital global worlds. From socio-economic and business point of view, one may notice that Globalization continues logic of Industrialization and, in this sense, global economy which has been developing since the middle of the XXth century is "newly industrialized". Global product or service is standardized and unified. It goes to all markets without adaptation. It presupposes mass, global, impersonal consumption which is shaped by the use of ICTs. New types of companies – Global companies – succeed in getting huge profits. It becomes possible, first, due to offshoring production and other business operations, that is placing them all over the world in countries of the most favorable conditions for production (low cost labour and raw materials, tax havens, governmental incentives etc.); secondly, promoting their trademark worldwide, developing a global brand, owing to which the low cost good can be sold at high price; thirdly, expanding universalized, standardized production and distribution global, that gives the possibility to get huge economies of scale. Global companies are interested in the development of world market as a global market in which all factors of production are in free circulation. Thus, Globalization becomes closely associated with Liberalization megatrend which can be treated as a "componential megatrend" of Globalization. Liberalization has a long history (see for ex. Siscan, 2005), and determines the process of democratization in social systems. In economic and business dimension it is linked with the idea of free market development and privatization process. After the collapse of the communist-oriented social systems, Liberalization covered the respective regions and involved them in Globalization which has clear market-oriented character. Companies, pursuing the global strategy, are interested in single global market in which circulation of goods, services, workforce and capitals meets little barriers, if any. Numbers of international organizations have become the promoters of Liberalization and Globalization: World Trade Organization ("free-trading" policy); International Monetary Fund (global financial and monetary system); World Bank Group (global development programs); United Nations system (global governance). At the same time, at global market the pressure of competition becomes so high that rare economy or business can endure it by itself. As a response to such a pressure, the Integration megatrend gets the increasing strength at all levels of socio-economic systems. It can be considered as the second "componential megatrend" of Globalization. It has got a variety in forms of its manifestation. For instance, at micro level, companies tend to become more competitive on the basis of integration by the means of mergers, acquisitions, absorbing small and medium enterprises, and turning them into strategic business units. As an outcome, global and transnational companies appear. At macro (state) and mega (world) levels, the national economies combine their efforts and resources for creating the economic integration structures (EISs). At present, such structures have been constituted in all regions of the world economy: NAFTA, CARICOM, MERCOSUR etc. (American region); EU, CIS, Eurasian Customs Union (Eurasian region), ASEAN (Asian region), ECAWAS, ECCAS etc. (African region). More and more national economies are being involved in this process so that one may refer to Regionalization as a currently shaping SEM. At the first glance, it works against both – Globalization and Liberalization, because the EISs tend to become the close socio-economic systems with clear barriers set for the third countries, so as the global economy appears to be somehow fragmented in competing socio-economic macro groups. At the deeper glance, however, it becomes clear that Regionalization, developed on the basis of Integration, contributes to both – Liberalization and Globalization. First of all, inside the EISs logic of development is that of Liberalization: at each stage of an economic integration the barriers between the member states become more transparent up to their elimination – preferential zone, free trade area, customs union, single market, full socio-economic integration stage. The latter implies that national state frontiers remain to be more symbolic rather than real, from socio- economic point of view. This aspect

allows revealing another aspect of Regionalization megatrend: the re-mapping of macro regional bodies like, for example, the European Union, in mezzo regions. In other words, the EU as being today the most advanced in economic integration social system demonstrates the passage from structuring in national states to structuring in Euro regions. Regional policy gradually gets the priority over national state policy. Supranational internal strategy, coupled with global positioning of the EU as a solid and competitive global stakeholder, gives the possibility to the EU to continue the logic of Globalization and Liberalization by negotiating the economic integration with some other macro regional EISs like, for instance, the NAFTA. The gradual integration becomes possible on the basis of the development of corporate transatlantic economy (see, for ex. Quinlan, 2012). Regionalization, hence, can be treated as the third “componential megatrend” of Globalization. An attempt to benefit from Integration megatrend for increasing competitiveness at global market, but out of Regionalization, can be displayed by the formation of the BRICS. However, in spite of the fact that the participants have figured out some preferences in specialization to gain the complementary effect from cooperation and integration, no motion toward passing to the economic integration stages has been observed yet. It remains to be just a political agreement associated with some economic cooperation rather than a growing up, on the basis of the Integration megatrend, a global stakeholder. Clay giant that is too fragile under the winds of Globalization. At the same time, in the contemporary specialized literature Globalization has got to be considered in the format 2.0. The first format of Globalization was more associated with the domination of Anglo-Saxon social systems, their culture and business, while the second one refers to the raise of Asia.

1 “A new world order is emerging. Economic power is shifting to Asia”,

– emphasizes Georg Vielmetter in the Report on the foresight research “Leadership 2030” (Vielmetter, 2014). 4.4. Localization SEM. The megatrend is being shaped, first and foremost, as an “opposition” to Globalization. As it is emphasized in the contemporary specialized literature, international business experiences two main kinds of pressure: globalization and localization (Beamish, Lecraw et al, 1991; Paraschiv, 2005). Localization even increases its action with Globalization 2.0. George Vielmetter sustains:

1 “A new global middle class is on the rise, and competition is intensifying for highly localized markets. Blink and opportunities will be missed: businesses will need to fine-tune their radars to local dynamics”

(Vielmetter, 2014). As our research has shown, Localization is not a simple-pressure-trend, but a complex and multi aspect megatrend. First of all, it refers to the protection of national economies and cultures which can be potentially destroyed by the Globalization SEM. Localization “tends” to protect national producers and consumers, “appealing” to protectionists measures in trade (quotas, quality standards, technical requirements, high phito- sanitary standards, and other barriers). More developed country is, more it votes for non-tariff barriers, keeping the logic of Liberalization, but still it cares a lot of protecting its own producers and consumers. Government regulations and subsidies play a great role here as well. Another aspect of Localization refers to the development of “economic patriotism” based on the will to maintain national/local values, traditions, customs, and languages. In doing so, national economies shape and actively promote their specific brands as well as the country-origin products at global market. They start with “made in France” or “made in EU” as the reference to high quality of a good, and continue with the developing system of geographical indicators for raw materials, offering consumers a possibility to evaluate the total quality process of the final good. In this case, international companies based on Localization strategy differ from global companies. The latter tend to select their partners (establish branches) mostly on the low-cost base (Beamish, Lecraw et al, 1991). Furthermore, a global company votes for producing a “national-free”, neutral product. “Participants” in a global production chain can be “hidden” in its structure, not being considered as “worthy” to be demonstrated. On the contrary, an international company, based on Localization strategy, is interested in selection of its local business partners on the basis of their reputation, experience, actual brand or brand potential. In so doing, it demonstrates, by the use of geographical indicators, its participants in value-added-chain, gaining, so far, a competitive global advantage on the basis of a multi- national participation and synergy. As an outcome, the international company positions itself at the global market as a Multinational company (MNC). Thus, due to Localization, new kinds of companies appear. Besides, under the pressure of Localization, a Global company can also evolve in a Multinational company. This may happen when a global product needs some adaptation at a local market, because of consumers’ preferences, tastes, and habits. If market is attractive enough, the global company invests in the adaptation strategy. Having transformed in the MNC, the company may apply a multi-domestic strategy. It can license or franchise to local subsidiaries which enjoy high level of autonomy and are competent enough to develop the parent company’s technology, to apply it to the local market and to benefit from the parent’s business concept and brand (see for more Beamish, Lecraw et al, 1991; Paraschiv, 2005). According to our research, one more aspect of Localization refers to the development of a global competitive advantage on the basis of local values, traditions, customs, the specifics of national goods, services, technologies etc. There are several possibilities here. One is about the use of some local opportunities which allow entering the global market. For example, Moldovan Cricova underground “wine town”, introduced in the Guinness Book, has become one of the bright components of the Moldovan wine tourism promotion at global market. Another possibility for developing a global business on the basis of Localization is to use the traditional original local design and technologies for producing some goods, and then to invest in their global promotion as

"innovative" for other cultures/markets products. In the very context, food service industry brings a lot of examples: Italian pizza, Japanese Sushi, Chinese and Indian restaurants have already become "global" products. They kept their cultural specifics which became their crucial competitive advantage at global market. Localization, having started, therefore, as an "opposition" to Globalization SEM, finally, contributes a lot to the development of global market. Namely in this prospective, one may classify it as the SEM which determines the development of new kinds of companies (MNCs), goods, services and technologies: national ones become new for the global market, but global goods, services and technologies become new at a local market, due to their adaptation to local preferences and requirements. 4.5.

Transnationalization as a megatrend. On the one hand, it is much conditioned by and interweaves with the SEMs considered above. Sometimes, it is even being dissolved in them, especially, in Globalization. On the other hand, it has its specifics which allow classifying it as an "independent" SEM. The specifics proceeds from the very etymology: "to transcend" – "to rise above or to go beyond" (www.dictionary.com). This meaning makes the difference between Internationalization and Transnationalization. The first is focused on an interaction between national socio-economic systems at macro (state) and micro (company) levels, while the second one puts, in fact, an accent on the constitution of some supranational networking bodies. In this sense, one may notice that at macro level Transnationalization is rooted in Ancient Times (e.g., Empire of Alexander of Macedon, Roman Empire etc.), and has been manifesting throughout history in various forms (bright examples of Modern history – the USA and the USSR). Since the end of the XXth century – beginning of the XXIth century, Transnationalization is much linked with Regionalization and Globalization. At present, the European Union may serve as its good example at macro level. National boundaries are being overcome, Euro regions are being shaped, and cross-border cooperation is being developed (see, for ex. European CBC, 2015). The key idea here is the re-mapping of the EU by regions rather than by nations. The accent is put on the intercommunity and local authorities' cooperation rather than intergovernmental one (CoE, 1980). The EU is based on Transnationality that "is the

4 principle of carrying out an action across national borders, so as to have effects at more general level. It is commonly referred to the actions of the EU in distinction to "international" (among national governments and controlled by them) or "supranational" (suggesting power delegated to a higher level of government"

(Wikipedia, 2014). Having moved further in the analysis of Transnationalization, one may notice that it is not linear but poly linear process. At mezzo (regional) socio-economic level one may see that cross-border cooperation is being evolved in transborder cooperation. The first has developed between frontiers of neighbouring countries (mostly united in regions, for ex. Euro regions), while the second one may refer to the cooperation of a country with some distant countries through the neighbouring ones (similar to "A deals with B, B deals with C, hence, A deals with C"). In doing so, all together they may lead to the constitution of a macro regional networking system based on value-added principle (TRACECA Project may be considered as an example of transborder cooperation in transport, see for more TRACECA, 2009-2015). Another line of Transnationalization at mezzo level, but which proceeds from the macro level, one may refer to the formation of those Economic Integration Structures (EISs) that have been regarded in the context of Globalization and Regionalization. The CARICOM, for instance, applies, in fact, the transnational approach to the strengthening the socio-economic systems of its member states. The basic elements of the approach are: the CARICOM Single market and the CARICOM citizen passport, due to which citizens of the member-states enjoy migration around, their economic agents benefit from free circulation of goods, services, capitals and workforce, and international inflow tourism gets advantage by the means of obtaining just one visa for travelling all over the CARICOM space. One may conclude that the application of transnational approach to the constitution of a social-economic networking system leads to a synergy effect, positive in this case. The third contemporary line of Transnationalization manifests itself at micro (company) level. The specific type of companies appears – Transnational companies (TNCs). The forms of TNCs are multiple. One may notice that they much depend on a SEM the TNC associates with. Under Globalization, the TNC takes a form of a Global company, distinguished by its centralization and autocratic style of management, its subsidiaries can be linked with each other like in a global conveyer, producing components for a global product, assembled at a specialized subsidiary of the chain (Boeng Co, may serve as an example). If Localization produces its impact upon the TNC, it embraces the form of a Multinational Company (MNC) which is still centralized, but its subsidiaries enjoy higher grade of autonomy from the parent company. Democratic style of management is more characteristic to it. The accent is put on the transcendence of technologies from the parent company to the subsidiaries rather than the semi-finished and final products, which cross the boundaries in case of the global company (see for more Beamish, Lecraw et al, 1991). Adaptation of global product to local preferences is the key of multi-domestic strategy of the MNC (the contemporary McDonalds can be regarded as an example). The most recent forms of the TNCs are being shaped under Informatization. First of all, the passage from a transnational company to a transnational corporation is being done. The latter is distinguished by its increasing decentralization (see for more Bartlett and Ghoshal, 1990); as well as networking on the basis of ICTs. Its strategy is "to combine the global sensitivity and local responsiveness" (Beamish, Lecraw et al, 1991; Paraschiv, 2005). In other words, the corporations tend to cover both globalized mass consumption and localized preferences in goods and services but, owing to ICTs, even individualized products. The IKEA is considered to be the example of such a transnational corporation, directed to the future (Bartlett and Ghoshal, 1990). The TNC as a networking corporation can

develop itself on the basis of flexible Strategic Business Units (SBUs) as in the case of Omron (Tataisi, 1985). Besides, under the impact of Informatization, the TNCs evolve also as Virtual companies and corporations, the forms of which are multiple too: Modular corporation, Networking Company based on outsourcing like Nokia (Paraschiv, 2005), “pure” virtual, existing and functioning only in digital space like Google, e-Bay etc. Summing it up, one may notice that Transnationalization determines high flexibility of socio-economic systems at both macro and micro levels, due to the fact that, in the context of market economy, it embodies a permanent search for strategies for social systems’ survival and business development under the pressure of globalization on the one side, and localization, on the other side. Having developed this idea regarding globalization, one may consider Globalization 1.0 as being based on Modernization megatrend, while Globalization 2.0 responds more, by its character, to Post-modernization. For instance, addressing the Report of Vielmetter one may draw this idea from the difference in strategies of Globalization formats.

1 “A single, centralized strategy will no longer cut it in the world of globalization 2.0. The need to embrace diversity – in all its forms – is greater than ever. Think global, act local has never been more apt”

(Vielmetter, 2014). Namely Transnationalization megatrend seeks for such a compromise. In doing so, it pushes socio-economic systems (states, enterprises) toward crossing the established boundaries, re-mapping spaces and re-engineering organizations to get the competitive advantages at both global and local markets. In this context, it is worthy to distinguish such a “componential megatrend” of both Globalization and Transnationalization as Migration. On the one hand, it is a natural process characteristic to humankind since its appearance. On the other hand, one should take into account, its “capacity” for re-engineering the social systems. Among the recent and the most significant sources of such a re-engineering, one could mention: collapse of world colony social system in the 50s-60s of the XXth the century, and collapse of the communist-oriented world social system in the 90s of the same century; the Arabic revolutions and the actual wars, associated with them in the XXIst century. The latter have caused a strong inflow migration to the EU which, in its own turn, paves the way to the gradual re-engineering of the EU social system. Strong migration fluxes contribute to the appearance or disappearance (in case of migrant outflows) of number of goods, services, companies and business practices at local markets. Associated with Liberalization and Informatization SEMs, Migration is being intensified as a contemporary global trend which contributes a lot to the development of a global market, especially by the means of the “globalized” national goods and services. Having been caused by multiple factors, Migration is extremely heterogeneous in its fluxes. Low-qualified workforce, high qualified workforce and brain-drain, student migration, refugees, trafficking-in-human beings, international and cross-border tourism etc. All fluxes contribute to business development – legal or illegal, criminal. Moreover, irrespective of the nature of a flux being used, business enjoys here high profits. The linkage of Transnationalization with Migration SEM has been explored in a recent interesting research of the sociologists Thomas Faist, Margit Fauser and Eveline Raisenauer “Transnational Migration”, published in 2013.

6 “Transnational Migration provides an accessible yet rigorous overview of cross-border migration from a transnational perspective, as experienced by family and kinship groups, networks of entrepreneurs, diasporas, and immigrant associations – and as regulated by states”

(SuperAdmin, 2013). All mentioned above allow treating Migration not as just an “associated” with the principle SEMs megatrend, but as a shaping independent SEM that will be increasing. 4.6. Socialization megatrend. As a SEM, Socialization has intensively been shaping since the XIXth century. Within this megatrend humankind tends to solve the issues related to social protection, social integration and consolidation. It is even more poly linear in its action than Transnationalization. The first line is being conditioned by Liberalization and Globalization SEMs which are strong free-market-oriented and, respectively, determine Profit as the “highest” value of social systems. Respectively, the privatization process, associated with Liberalization, leads to polarization of socio-economic systems/countries within the world economy, and people at the level of a state, into rich and poor. Less buffer social mechanisms developed, more polarization and tension in social systems can be observed which, finally, can lead to a social explosion. Socialization has appeared, in fact, as an alternative to social revolutions. It is rooted in movements, the purpose of which was to solve the acute socio-economic issues by the means of negotiations. At both micro and macro levels, the Trade Unions were for a long time the main instrument of Socialization. Since the second half of the XXth century, some other “tools” of Socialization have been getting their application: the development of the middle class to avoid the polarization of a social system; the minimum level of salaries and wages, standards of security at workplaces etc. set by a Law; state support for small and medium enterprises to increase the middle class; special governmental and private funds for granting the support for young talented but poor people to get education which would give them opportunity to become the part of the middle class afterwards. Besides, with the purpose of more socio-economic amortization, there has been introduced a worldwide recognized concept of Socially vulnerable groups of population, so that various social programs, based on a compensation mechanism, have been developed for such the groups (see for ex. World Bank Group, 2013). At mega level, that of the world economy, the attempts to create a buffer between rich countries and the poor ones are undertaken by some international economic organizations, for example, World Bank which offers loans for the

development of poor countries with 1% of interest rate, and for the poorest countries with 0% (see for more current WB contributions to international development: World Bank Group, 2015). Logic of Socialization manifests itself also through the concept of Socially oriented market economy, launched by Ludwig Erhard in Germany

41 after the Second World War, and which has become the basis for the development of the

majority of economically advanced countries (see for more Siscan, 2009). In the European Union, in the context of Amsterdam Treaty, there has been launched a special strategic program "Social Europe" (see for more European Commission, 2013; European Commission, 2014). In some countries or regions the Church unites its effort with the Business for combatting poverty, assisting a social system in creation of a "buffer zone" between rich and poor. As one of the American businessmen confessed to the author of the article, in time of her trip around the USA, "I don't want the Poverty sitting on the threshold of my house, so I sacrifice regularly 10% of my income to the local Church". It was not the only confession, especially in the MidWest. The accent was put on the word "local", because in this case the businessman could see the outcomes of his contributions to the community. Another line of Socialization is related to micro level – organizational – of socio-economic systems. Here one may observe the development of the

47 Corporate Social Responsibility (CSR) concept which contributes to the constitution of a

positive corporate image (as a part of competitive advantages of companies) by the means of participation in socially beneficial events, charity etc. Inside the organizations, the "social packages" have been elaborated which usually represent a part of negotiation process between employer and employee. The third line of Socialization addresses the issues of Social integration or Inclusion. Instead of elimination of socially unfavorable, weak or ambiguous, and even dangerous elements of a social system (remember Sparta, for ex.), Socialization "insists" on the elaboration of various programs and actions for social inclusion of the disadvantageous categories of population. The aspects of Social inclusion are various: ? Inclusion of physically or mentally disabled people. Socialization here manifests itself through specialized governmental programs, private funds and charity actions of the CSR-oriented companies. The bright example of state social inclusion efforts, coupled with enormous endeavors of those supported as well as private sponsorship represents the Paralympic Games. Informatization SEM contributes to social inclusion of disabled people by the means of telecommuting, due to which they can become a part of global workforce. Using electronic devices they can also participate actively in various social events. ? Social inclusion of minorities. Increasing attention, since the middle of the XXth century has been paying to national and sexual minorities. As an outcome, legislation of the majority of economically advanced countries presupposes overall non-discrimination attitude to these minorities. As an example of social inclusion of this kind, there can serve the elimination of the paragraphs regarding nationality or even sex-belonging in some questionnaires for job hiring. ? Social inclusion and re-integration of those criminals who either have become lucky with amnesty or have returned to the social life because of detention term expiration. High effort worldwide is undertaken by the Church, and some international organizations like Amnesty International. ? Social integration of immigrants. For such immigrant-based countries as the USA, Canada, Australia, it is the "innate" issue. For the major of contemporary social systems, however, it is a global trend caused by mass migration fluxes of various origins, those being mentioned above. The elaboration of the proper mechanism of social inclusion of immigrants in many cases becomes a task of vital importance for hosting social systems. The immigration fluxes can create some significant competitive advantages of a hosting social system at global market or, vice versa, can bring it to a collapse if the respective mechanism is not adequate to the system. The fourth line of Socialization is also linked with the issue of inclusion, but its logic is so different from those considered above that it may be regarded as a special line. It has been shaped under the impact of Informatization. Due to the latter, a new reality – virtual – has appeared for the humankind. Besides the opportunities, it brought a lot of challenges to social systems, among which it happened to be the social alienation issue that is the estrangement of people from physical reality and social relations. Those were the Japanese who, being in avant garde of the application of the ICTs, faced with the problem, and sounded the alarm, by the end of the XXth century. They developed special programs of social re-integration for those who, in fact, "dwelt" in virtual reality, and were afraid of coming back to the real physical one, because they "forgot" how to communicate with people directly. Within the re-integration program such people were "pulled out" from digital reality and learned again how to establish a social relationship, and feel pleasure of a live communication with people around (see for more Siscan, 2009). The fifth line of Socialization has constituted under Informatization too. It has developed, however, in another prospective. To satisfy the need of people in socializing, the respective mechanisms appeared in virtual reality, mostly being the outcomes of a successful digital business. One of such a mechanism deals with social networks (Odnoklassniki, Facebook, LinkedIn etc.). Another refers to the interactive on-line activities (games, selling-buying operations, on-line videoconferences, webinars etc.). Although the attempt of a compromise between virtual and physical realities is observed in this line, the challenge of being absorbed completely by the digital reality remains. More than that, in the increasing number of scientific studies it is emphasized the danger of dependence on digital reality and its devices, if being used for hours without interruption. Those who have become dependent, feel themselves similar to the drug-abusers at both mental and physiological levels. In this

case, we come back to the fourth line of Socialization which deals with the programs of social re-integration in physical reality, adding mental and physiological rehabilitation that can also become a need. In the context of market economy, all lines and aspects of Socializations offer opportunities for business development in terms of new directions of business activity, new, specialized, goods and services, supported by various socializing technologies, programs and funds, reveal investment opportunities.

4.7. Ecologization.

The megatrend appeared in the 60s of the XXth century as a reaction to a deep ecologic crisis caused, on the one hand, by the dominant in Modern Time conception of fast economic growth, accent being put on maximization of profit and short-term investment payoff; on the other hand, by the Industrialization SEM based, mostly, on ecologophobic technologies of production which entailed various kinds of pollution as well as the exhaustion of natural resources. Ecologization leans upon another conception which was launched in the 80s of the XXth century – sustainable human development. It emphasizes the necessity of optimization of profit so as the resources can be used in such a way to give the opportunity to future generations to benefit from them too (see for more details Banury, Hyden et al, 1994). Ecologization manifests itself in many ways, among which are as follows: ? elaboration of ecologophilic technologies of production; ? social and economic responses to the Global Climate Change; ? search for alternative energy resources, including renewable ones; ? increasing attention to organic agriculture and food security issues; ? revision of quality standards in favour of higher ecologic requirements; ? elaboration of eco-projects as part of the CSR concept as well as compensation and recycling policies; ? revision of legislation in favour of environmental protection; ? constitution of an eco-image of a company or even a state as a competitive advantage at global market; ? strategic programs for “greening economy” and “greening business”; ? the development of eco-tourism; ? increasing attention to the models of “eco-economy” etc. Under Ecologization there appeared new categories of goods: “economy” class and “organic” class of goods. The first one is based on synthetic ingredients while the second presupposes the restoration of traditional, mostly countryside, technologies for receiving natural goods. As it has been emphasized by the USDA Organic 101 blog (2012), “for being qualified as organic or certified with organic label, the goods should be free from genetic modification; grown without conventional fertilizers and additives or ionizing radiation” (Schroeder, 2015). Ecologization is, sometimes, paradoxical in its manifestation. Thus, in the 60-70s of the XXth century, it was much linked with “green” movements, the purpose of which was to protect natural environment. As an outcome, the Ecologization was associated with the necessity to use and consume the synthetic goods. In doing so, humankind has become able to keep flora and fauna for future generations that means to ensure the sustainable development, the concept being formulated later on. The companies promoted their artificial goods as “eco-friendly”. Under the Ecologization of the prime stage, business could profit, first of all, due to the fact that the artificial goods were expensive when appeared; secondly, owing to the further large-scale production; thirdly, due to the fact that gradually decreasing-in-cost artificial goods could be sold at high price, because of the developed trade-mark, brand, of a company. At present, the goods of Informatization are often promoted as “eco-friendly”, in sense that they allow economizing natural resources (for ex. a flash for keeping information instead of paper); allow eliminating unfavorable for human health environments (electronic blackboard for a classroom, instead of the chalk-based traditional one or the usage of robots by the means of a computer for letting them do jobs in dangerous for human being environment of production, construction etc.). The synthetic-based goods, however, are not always healthy, if ever. Under the conditions of market economy and global pressure of competition, companies are often in a hurry to commercialize new artificial goods, reducing testing time up to minimum possible. More than that, under the very Ecologization, many countries adopted laws which forbid testing new goods on animals. As a result, the contemporary social systems have faced with numbers of unfavorable consequences of the usage of artificial goods. As an outcome, since the 2000s of the XXIst century, an increasing attention is being paid to natural goods. One may consider it to be the second stage of Ecologization. Business can profit here, because of the fact that organic goods are at much higher price now, compared with those artificial. But the cost of production is also high, because the respective infrastructure which was destroyed under Industrialization should be newly developed. The investment is worthy, however, for a long-run as the demand for organic goods is in worldwide increase (see, for ex. FiBL, 2015). Besides being promoted as organic goods, the new goods of contemporary Ecologization stage are being positioned as “100% natural” and bio-goods. A big clash of market interests in the world social system one may expect between the contemporary wave of Ecologization, in which the accent is put on healthy environment, and Informatization, the majority of the products of which are risky for health, in spite of being positioned as “eco-friendly”. Yes, they solve one sort of socio-economic issue, but cause another one, in terms of highly intensified electro-magnetic influences upon human organism, ionizing radiation, vibrations etc. The studies on these matters are mostly confidential, as big business interest is involved. The solution can be found as a kind of compromise in which electronic devices will be more and more equipped with various “protections”, encouraging the appearance of new goods and services, and developing business so far. The contemporary Ecologization contributes to market economy by the means of promotion of the healthy life style. Here one may see wide spectrum of opportunities for business development: fitness centers, health and recreation facilities; anti-age programs and cosmetics; Yoga, U-Shu, Tzi-Gun and other Ancient practices, organized in groups and as personal coaching; eco-tourism; organic food restaurants and stores; “environmentally-integrated” hotels (in a cave, in ice, island-kind etc.).

4.8. Genderization megatrend.

Its general content one may refer to the requirement of providing both genders (male and female) with equal social, economic and cultural rights and opportunities. Having analyzed the Genderization, one may distinguish several stages in its evolution. First stage is rooted in centuries and deals with female emancipation. As the mass movement, it mostly evolved on the basis of Industrialization SEM. Both male and female got to be involved in mass production, earning means for life, contributing to the development of social systems. It is not incidental that women put on agenda the issue of equal with men rights and opportunities in politics, business, family etc. A special Feminist movement

shaped at that stage. The paradox of the stage was in the fact that fighting for the equal rights with men, some women fell into extreme of “complete equality” with men, understood as coping the male behavior and image (manners, smoking, drinking spirits, wearing men’s cloths, pretending to work at hard jobs etc.). In fact, they turned themselves to be men-like, some of them even manifesting aggressiveness to men, like men when they competing with each other. “Fighting” with men, such kind of women got to be “conquered” by male style. If the issue is considered in the light of business development, one may notice that the first stage of Genderization contributed to bringing women to become a part of consumers of number of goods and services of traditional male consumption. Among others, it was the development of fashion industry, oriented to the adaptation of male cloths to female shapes or to the elaboration of a “uni-sex” variant. At its Second Stage, the Genderization has been evolving since the end of the XXth century. Feminism got to be replaced by Gender movement. Although, female emancipation is still in the base, the accent has been moved from the idea of male-female equality to their equal rights and opportunities in a social system. In doing so, the concept “sex” was reserved for emphasizing biological and physiological differences, but concept “gender” was launched to address male and female in their socio-economic and cultural contexts. As it is mentioned in a specialized Guide on Gender Concepts and Terminology,

14“**Gender refers to the socially determined differences between women and men, such as roles, attitudes, behaviors and values...**” (www .gender. go.th). Due to the Informatization SEM, **women could fortify their**

socio-economic positions. It has become possible, owing to the fact that traditional factors of production based on Physical Labour force have gradually been replaced, in contemporary informational society, by the New- factors of production based on Intellectual Capacities what, in its own turns, has conditioned equal rights to and opportunities in education, business, politics, management etc. of both genders. In the very context, one should differ

24**Gender Equity** from **Gender Equality**. The first **refers to “a process of being fair to both women and men...”**

(www.gender.go.th), while the second

3“**means that women and men enjoy the same status within a society. It does not mean that men and women are the same, but rather that their similarities and differences are recognized**” (ibid). At **the** same time, since **the** beginning of

the XX1st century, one may observe “a point of bifurcation” in Genderization if expressing it by means of the vocabulary of synergetic approach. On the one hand, it has been recognized that both men and women have their special problems, so that their attention should be mutual. This line is rooted in a general logic of Genderization of the Second Stage, and leads to the establishment of a Biarchy social system (in family – the balance between mother and father, in socio-economic systems at macro level (state) and micro level (organization) power is undertaken by both genders, proportion being reached by quota). On the one hand, another line of Genderization has been evolving from some aggressive manifestations of feminism which “rejected” men and “absolutized” women. The expression of this idea in literature and cinematography is multiple. One may remember a humoristic Polish movie “New Amazons” or “Sexmission” (Seksmisja in original title) by Juliusz Machulski, 1984. “The sexual revolutions” of the 60s-70s of the XXth century, when various types of families and social relations appeared as the display of “sexual freedom”, contributed to that line too. The latter complex line of Genderization has conditioned the formation of its Third Stage which one can notice as being shaped since last decades. The main idea is that the concept of gender implies not two but many various genders in social system. Besides, the variety of socio- economic roles, the concept of gender of today, has absorbed all sexual minorities in itself. Recently,

19**Facebook added more than 50 custom gender options for users who do not identify themselves as simply “male” or “female”** (Facebook, 2014).

Among them there are such options as: cisgender, for those users who agree with a sex attributed to them at birth; bigender, who feel both male and female; agender, who deny any gender belonging (neutrois); genderqueer, also genderfluid, who move between genders, and transgender, who can have a variety of sexual orientations. All stages of Genderization are directly linked with the business development opportunities. First, business has benefited, for example, due to the usage of “male” industries for feminists “requirements”, as mentioned above. Secondly, in all economically developed countries as well as in the countries with transition economy, women enjoy the legal rights to participate in political, economic, business and cultural life of their social systems. Women can launch a business, have access to loans, can occupy the managerial positions of all ranks. One may notice ladies occupying prime political positions in the EU, the USA, Brazil, Russia etc. As a part of business opportunities, it can be considered the fact that numerous specialized Gender Centers, Programs, Funds and publications have

been created all over the world. At the same time, they are still mostly focused on women (see for ex. Global Fund for Women, 2015). As for the Republic of Moldova, one may get more information about the issues regarding "Women in Politics" or "Female entrepreneurship" from a specialized informative Bulletin Gender (***, 2009) that, first, has appeared due to the specialized-in-women-issues UN organization (UNIFEM); secondly, emphasizes the specifics of the Second Stage of Genderization: "journal for women and men with wide horizon", that is men participate in gender movement to support women in getting real opportunities of political and business life on the basis of those already-got legal rights. Here one may draw its attention to those two marked-by-italic ideas. First of all, women have to get real, not just declared, opportunities. The idea is still actual in the context of a general trend that persists worldwide: the higher political, managerial positions are, more profitable business and higher figures of turnover are, fewer women can be met. For small and midsize business, however, more female participation is characteristic. At the same time, one may observe that in such countries as the EU, the USA, Canada, the CIS it more depends today on female initiative and effort to attain the top of a social system, since both legal framework and real socio-economic support have been ensured for them. Besides, the promotion of women on the basis of specialized programs and funds has become the part of a profitable business. Another marked-by-italic idea brings us to the question if women participate in gender movement to support men for having real gender equality and equity in attitudes. In this context, since last decades, one may notice increasing feeling of men as being discriminated. Indeed, there are no specialized Funds, Programs and Projects at governmental and international public levels which would support them in business or other spheres of social system. Gender programs keep their accent on women, men are not eligible. At present, women are granted by two opportunities in career and business development – specialized and general ones, while men receive just one – based on general competition. In theory, some changes can be observed. For instance, the

3 Women-in-Development (WID) approach, emerged in 1970s of the

XXth century and focused on

3 "integrating women more fully into the development process"

(www.gender.go.th) has been changed by the

7 Gender-and- Development (GAD) approach which appeared "in 1980s in response to perceived failings of the WID approach. Rather than focusing exclusively on women, this approach is concerned with relations between women and men"

(ibid). But what is in practice?.. Another characteristic feature of Genderization is that specialized-for-women funds and programs do not have, usually, sexual basis or connotation, while those specialized-for-men clubs and private funds, created to support only men in career and business, as a rule, are homosexual- based. In so doing, men with traditional sexual orientation can feel discriminated. As an outcome some of them continue fighting for survival under condition of chronic socio-economic crises in majority of social systems of today, competing with both men and strengthened women; others are being transformed in women; the third ones consider homosexual or transgender opportunities... In this context, one may notice that more and more companies, significant at global market, and run mostly by men, support financially LGBT members and activities (see for ex. Nichols, 2013, 2016). From the perspective of international business development, the members of the LGBT Community are considered to be a growing segment of consumers that conditions the appearance of new kinds of goods and services. Besides, they usually have good incomes or access to specialized funds. Only in the US it has been registered a significant growth of purchasing power of the members last decade:

5 "The purchasing power of the U.S. gay and lesbian population was estimated to be \$830 billion last year, up from \$610 billion in 2005, according to a study by Witeck-Combs Communications, a marketing firm specializing in the gay marketplace" (The

Associated Press, 2014). One more peculiarity of the third stage of Genderization, that is coming, is in fact that it multiplies gender concept so much that, it almost disappears. In some economically advanced countries (the EU, the USA, Canada etc.) the increasing trend is neither to mention gender at all while being hired for a job nor to ask for it to be indicated when interviewing a candidate by a questionnaire. In terms of business and social development, the third stage brings Opportunities as well as Challenges. Among Opportunities: no discrimination of sexual minorities in their social economic and business activities; for business the main advantage is Diversity in goods and services (for instance, plastic surgery, new kind of cloths for "neutral" or "diversified" sex, new financial opportunities in terms of programs and projects for the NGOs focused on education, medicine, law etc. in which sexual multiplication of gender is promoted). Among Challenges: special programs and funds (which are significant) are being created to

support and promote sexual minorities which, in their own turn, become a socio-economic force that can suppress the community of a traditional sexual orientation in a social system. Having taken into account that the traditionally oriented males and females are the main source of the reproduction of a Natural, "Organic" Human being (from biologic point of view), the social systems face with the danger of a considerable reduction of their population. The matter is especially challenging for Europe and some Eurasian regions, in which demographic situation is already highly problematic, because of various reasons. In case of considering as a solution the reproduction of population from the bio donor materials, the social systems should prepare themselves to change their mental and moral habits and social attitudes, as the artificially grown population will be increasing soon. V. CONCLUSION The socio-economic megatrends (SEMs) are the mainstreams in the development of social systems. They determine some qualitative shifts in social systems, due to generated number of powerful quantitative changes. The latter, being accumulated can result in replacing the very systems. Thus, Industrialization contributed to the transition of world social systems from agrarian-based economy to the industry-based one, while Informatization leads the social systems further, to the global post-industrial economy and society. The SEMs determine the change in technologies of production, investment policies, consumers' preferences; condition the appearance of new kinds of goods, services, and companies, all these together contributing, so far, to the development of business, but not only. The SEMs determine the development of human mentality, attitudes and habits which have been established in social systems. That is why, to keep track of the SEMs is like to check the rhythms of the pulse of social systems of the world. It means to orient yourself in both current and directed-to-future states of affairs of social systems. It is the matter of Strategic planning

44 **at all levels of decision-making. The list of**

the SEMs is not complete. Reality is much more complex than any scheme. The Research goes on. VI. REFERENCES: 1.

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