

GLOBALIZATION AND ECONOMIC IDENTITY

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Abstract. *Globalization, as a phenomenon directly associated with the present and the near future, shapes the systems with which human society is currently operating. The multitude of studies on the phenomenon of globalization and its impact on everyday life bring to the fore the various components: cultural, economic, security, technological etc. Regardless of the type of analysis and the domain it refers to, it can be identified that this phenomenon is one that on the one hand uniformises perceptions and imposes instruments that can be used globally and on the other hand generates asymmetries and nonlinear evolutions of different domains as well as entities operating within a domain. Perhaps the most important impact of the phenomenon of globalization is on identity, given that identity is accepted as naturally a predominantly socio-economic concept. This article highlights, in a relatively deterministic approach that between the economic identity of a reference entity and the phenomenon of globalization there is a interference with asymmetric manifestation.*

Keywords: globalization, development, asymmetry, identity, economy

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