

**International Economics**

Roman ZVARYCH

**THEORETICAL
AND METHODOLOGICAL FOUNDATIONS
OF ALTERGLOBALIZATION PROCESSES****Abstract**

Characterized the civilizational dimensions of global economic development and defined phases of civilization economic development. Evaluated development prospects of neo-liberal model of world economy. Analyzed the theories of the origin and formation of globalization. Formed systemic critic of global processes and its basic critical comments. Researched the process of the Alternative Globalization formation and basic principles of Alterglobalization.

Key words:

Alterglobalization, neo-liberalization, civilization, westernization, postglobalization, polarization, integration.

JEL: F02.

© Roman Zvarych, 2015.

Zvarych Roman, Cand. of Economic Sciences, Assist. Prof., Ternopil National Economic University, Ukraine.

Introduction

The current position of world development is characterized by dynamic deepening of integration processes of the political, economic and cultural life of the world. The term globalization came out as a new stage of internationalization of economic, which is characterized by a sharp increase in the role of external factors in the development of all countries and the creation of transnational capital, strengthening global integration process as a result of global operations of TNCs. Meanwhile, there is a difference in understanding essence, structure and logic of modern globalization processes - globalization of objections to the globalization of absolutisation. However, this same divergence and a large number of interdisciplinary researches allow making assumptions about the ambiguity and inconsistency of the phenomenon of globalization. Thus, the task of developing and implementing a program of transformation that must be alternative and global is actual today. In our view, the title «alterglobal movement» contains the conditions that characterize the positive program of world order transformation.

Theoretical aspects of economic globalization were investigated by Z. Bauman, O. Bilous, M. Vaters, R. Cohen, D. Lukyanenko, M. McLuhan, A. Mokiy, M. Porter, Y. Savelyev, O. Sazonets, S. Sokolenko, A. Utkin, A. Filipenko. Alternative ways of economics researched: W. Beck, D. Becker, D. Bell, A. Buzhalin, I. Wallerstein, M. Delyahyn, V. Inozemtsev, R. Keohan, R. Robertson, S. Talbot, S. Hantihon, L. Phillips, D. Held, T. Hopkins, and D. Scholte.

Actuality of this problem is: recent emergence, great practical importance and lack of theoretical grounding. These conditions caused the main goal of the study – assessment of theoretical and methodological foundations of alterglobalization processes. In the framework of this goal we can define the following objectives of this research:

- to define the civilizational dimensions of global economic development;
- to evaluate neo-liberal model of world economy;
- to analyze the theories of the origin and formation of globalization;
- to form systemic critic of global processes;
- to develop the formation of the Alternative Globalization.

Main material

Modern megatrends of world development are characterized by instability and asynchrony, helping to create a unipolar world led by the United States and developed countries. Critics of globalization see it as a new form of colonialism, in which the role of the new metropolis plays the US and its colonies – the majority of other countries that supply their raw materials and equipment, labor, capital and other components necessary for the production process, being both part of the global commodity market. Setting global economic (manufacturing and trading) relations are indirect to the relations between national states. But the existence of global relationships demonstrates the contradiction of national and global scale of the economy and social life.

The civilizational dimensions of global economic development

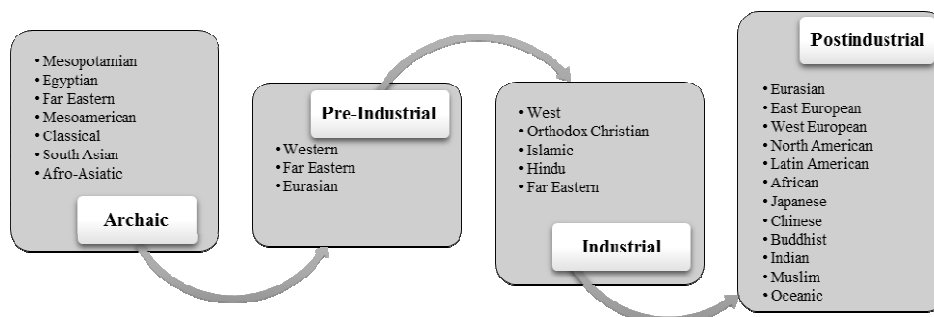
Modern development of the world economic space indicates the tendency of formation of new criteria of competitive advantages in terms of scientific and technological progress. The priority in these conditions is the ability of subjects of International Economic Relations to generate appropriate strategies of development in the context of the integration of innovation. This creates a new level of manifestation of competition between countries in the potential of adapting their social and economic systems to the requirements of the world market of innovative products, providing «outpace effect» in the producing new products and services, expanding the range of manufacturing, upgrading the structure of exports in high technology production, development of environmental technologies and new types of renewable resources, etc. (Bell D., Inosemtsev V., 2007).

Local civilizations emerged about six thousand years ago within the ancient states and associations – in Sumer, Egypt, and India. Then they changed, disappeared, transformed into civilizations of new generations. Experts distinguish 4 phases of economic development and classify civilizations according to them (see. Fig. 1).

Formation of civilizations of the fourth generation is caused by: a new stage of the historical process; a change of the technological civilization to a humanistic-creative, noospheric, post-industrial form; a challenge of the processes of differentiation and disintegration on new principles. The latter process is most clearly seen within Western civilization, which, having as its historic core Western Europe, has mastered industrial society and spread to North and Latin America, Australia and Oceania; transformed India and Africa into colonies; got influence on China (Huntington S. Ph., 2005).

Figure 1

Phases of economic development of civilization.



Source: compiled by the author.

At the modern stage of the theory of Globalistics development, among basic approaches to determining of the nature, essence and character of the globalization processes development, the socio-cultural approach is dominating, that represents globalization in the broadest civilizational context. W. Mignolo interprets globalization as the third phase of the millennial global transformation. Firstly – the collapse of the colonial system, secondly – the collapse of the Socialist system. There is a new civilizational role of global TNC that supposedly lead people to the achievements of civilization.

Neo-liberal model of world economy

At the present stage of historical development, the objective process of globalization in the form of transnationalization realized mainly within neo-liberalization. There are two directions of state economy regulation: Keynesian and neoliberal. If Keynesianism suggests active state intervention in the economy, then neoliberalism – relatively passive state regulation. Thus, under the neoliberal model is necessary to understand – the liberalization of the economy, free pricing, leading role in the economy of private property and the private sector, limited state involvement in economic processes and its promotion of free and stable functioning of the market to ensure equilibrium in the economy.

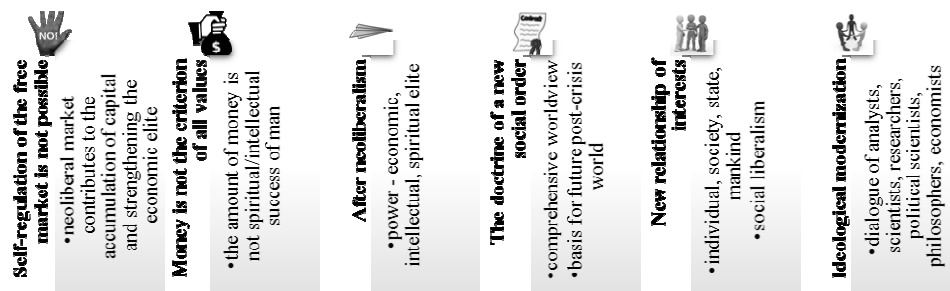
The largest centers of opposition to Keynesian ideas of state regulation of the economy were Germany, USA, UK and received appropriate names:

Freiburg School (W. Oyken, W. Röpke, A. Ryustov, L. Erhard et al.), Chicago School, also known as monetary school (L. Mises, M. Friedman, A. Schwartz et al.), London School (E. Kennan, L. Robbins et al.), the Vienna School (L. Mises, F. Hayek). Economists J. Ryuyeff and M. Allais have become the most prominent representatives of neo-liberal ideas in France. Neo-liberal concept is based on the principle of self-regulation of the market economy, free from excessive state regulation. Neoliberals follow the two traditional provisions: firstly, they are based on the fact that the market, as the most effective economic system, creates the best conditions for economic growth, and secondly, they follow the priority of freedom between the subjects of economic activity.

The dominance of liberal ideas in recent decades has led to the fact that not economy fit into the system of social relations, but rather social relationships fit into the economic system. It has disastrous consequences for society. In the context of globalization and the information revolution the neoliberalism leads to de-industrialization of small countries, their losses from competitive countries-leaders and global corporations. Neo-liberal system contributed to the increase in banking assets and a maximum privatization in all parts of the economy and social life. Industries, enterprises and institutions of educational, medical, scientific and even military orientation were completely in private hands. State, at this time, serves as a guarantor that protects the right on private property, own and foreign capital (Held. D., Mc. Grew, 2007). In the neoliberal world, the contract form is widely used as the basis of social relations, which is short-termed, and has a monetary measurement. Contracts are not only for goods and services but even for the health, motherhood and honor of the person. Overview of the neoliberal system of world economy gives a reason to formulate its prospects (see. Fig. 2).

Figure 2

Prospects of the neoliberal world economic system development



Source: compiled by the author.

Self-regulation of the free market is not actually possible because the neo-liberal market contributes to the accumulation of capital and strengthening of the economic elite. After neo-liberalism to power with economic elite should come intellectual and spiritual elite, together they are able to ensure rapid development of the peoples of the world civilization. Today it is necessary to develop a completely new comprehensive worldview based on liberal ideas, the doctrine of a new social order which will be the basis for the future post-crisis world. The ideological realignment is necessary, we need to define a new relationship of interests on the ideological level between individual, society, state, and all mankind. The future ideology has to be an alternative to the neo-liberalism; and the social liberalism could again make ideological basis for future modernization of the global economic system. In the process of ideological modernization, the wide dialogue of analysts, scientists, researchers, political scientists, philosophers and economists from around the world is beneficial (Deliagin M., 2003).

Theories of the origin and formation of globalization

In modern political science and globalistics there is an understanding of globalization as a «new level of international competition – competition between nations for a place in the world community». However, it follows from the above that globalization denies (not eliminates, but includes in itself as reintegrated and subordinated) the national economy and other spheres of relations. Thus, to understand the current stage of globalization, using the old categories that reflect national and state processes is basically impossible. The national economy explicitly or implicitly may be subject to manipulation by multinationals. In addition, in terms of creating a single world economy, competition, as an economic phenomenon within national economies and between them, tends to disappear.

If we trace the origin of the term «globalization» – we should recognize that it appeared in the early postwar years and «grew up» from the verb «to globalize», the presence of which as an independent concept was registered in 1950. So, in 1944 two American researchers in a special work repeatedly used the concept of «globalize» and «globalism». In the early 1970's, European managers used to describe the increasing interdependence of national economies by the French word «mondialisation», with translation into English; there was «globalization» in the sense in which it is now used. This term was used occasionally; it was first put at the center of a conceptual research in 1981 by the American Sociologist G. McLean, who called «to understand the historical process of growth of social relations globalization and give it an explanation». In 1983, G. Robertson put term «globalism» in the name of one of his articles for the first time; in 1985 he gave a detailed interpretation of globalization, and in 1992 pre-

sented the foundations of his conception in a special research (Baumann Z., 2004).

It is worth noting that the modern theory of globalization emerged on the basis of a number of scientific traditions and researches. According to L. Kyryanova, the basis of modern theories of globalization was founded by five different areas of research, that had been developing since the mid of the XX century. The researchers in management that have been developing since 1960s are related to the first area. In the center of these studies there is the phenomenon of multinational corporations. They originated as a management efficiency of competitiveness of large US multinational companies. However, in the 1970s, when the American corporations started significantly expanding the geography of its operation, trying to increase markets and move production to regions with lower labor costs, these researches have formed a separate important direction in research on problems of management.

A series of researches in the social and cultural theories that has also been developed in 1960's are related to the second direction. The basis of this direction in many ways was composed by the ideas of members of the Frankfurt School, including a provision stating that the system of mass production of goods, services and ideas is adequate to existing system of capitalism as a whole, with its commitment to technological rationalism, calculation and consumption. These ideas were developed in a series of significant works that focus on the research of the impact of mass communication on the society transformation and social relations, in particular the emergence of the phenomenon of mass. These are the works of J. Ortega and Gasset, D. Bell, G. Le Bon, G. Tarde, A. Toffler, D. Rismen.

In the second half of the 1980s – early 1990s, researchers from various areas of social science have paid a closer attention to the growing role of electronic communication of media and their fundamental impact on social transformation. The basis of this direction has laid by M. McLuhan, for whom determinant element of culture is a means of conveying the message, and not the content of the message. Anticipating the ideas of E. Giddens and D. Harvey, M. McLuhan shows how space is being reorganized through time. An acceleration effect of electronic communications and modern transportation systems have led to a structural effect, which M. McLuhan called «an implosion». This means that people can participate, «feel» events, actions that geographically occur far from them. According to M. McLuhan, electronic means of communication have minimized time and space and brought out a dialogue in a global dimension. They destroyed the economic, political, geographical limitations, territoriality and isolationism (Robertson R., 2003).

The third direction includes the concepts that have emerged from various large environmental movements that promoted the concept of understanding the Earth and its resources as an entity that has its limits. Particularly influential on

the development and promotion of these ideas was the activity of the Club of Rome, which spawned a number of studies that were later called «global modeling». The same trends can be attributed to the earlier researches of K. Tsiolkovsky, V. Vernadsky, K. Jaspers, E. Leroy and others. By their researches and considerations of «world population», «noosphere», «world government», «cosmopolitanism», «planetary phenomenon», «general world history», etc. they prepared scientific consciousness to understanding that mankind as a single whole, is inextricably linked with nature and cosmos, and is inevitably defined by a common destiny.

The fourth trend includes a series of studies on the development of the international economy and politics after the Second World War. During 1960s, many theories were representing the paradigm of «development as modernization». Within this paradigm, came a division into developed countries and developing countries, as well as the postulate about the need of development of the Third World through the widespread introduction and spread of the institutions of modernization in these countries. One of the most important followers of these theories was A. Frank. Due to these theories, the modern theories of globalization have appeared that consider the globalization as the global spread of modern Western institutions, and therefore, equate globalization to Westernization.

The fifth direction is presented by the researches on the analysis of modern society in terms of the impact of information technology and the changing nature of production on the structure of social relations and system of values. These are the concepts of post-industrial society, the society of the third wave, the era of a big gap, the fracture of eras, postmodernism, etc. The most notable writers of this trend are D. Bell, A. Toffler, F. Fukuyama, A. Touraine, J. Baudrillard, J. Lyotard and others.

Globalization differs from westernization by the absence of a center, where decisions are made. Globalization does not require violence, on which westernization sometimes relies; it is based on the attractiveness of images that artistically creates, and on stochastic actions of billions of people, who determine the trends, unknown to its «architects». That is why the era of globalization has already long been called the «period of uncertainty» and «risk society».

Systemic critic of global processes

Critics of globalization is based on non-recognition of its favorable effects and on emphasis that the forces behind global economic transformations are oppose to the use of global regulatory instruments; support the creation of transnational entities whose actions undermine the stability of the state social structures; not meet public needs and are absolutely uncontrollable. The basic criticism of the processes of globalization, in terms of various schools is represented in Fig. 3.

Figure 3

Basic criticisms of globalization processes

Specific integration	Washington consensus	P.Horst, W.Tompson	Not competitiveness	J. Bhagwati, P. Krugman	P. Buchanan	Globalisation / Westernization
• Stratification of the international community	• free market economic self-stabilization, which automatically achieved, is archaic	• harder to contain the balance of power three regional units - N.America, Europe and E.Asia	• production efficiency opens borders and reduces the competitiveness of foreign exporters	• construction of free market for goods, not for capital (unstable, state control over exchange rates)	• admission dumping goods provides free capital outflow	• can the Not Western World enter to phase of globalization, not feeling the impact of westernization?

Source: [compiled by the author].

Thus, 1) globalization specifically integrates the world – stratification of the international community is taking place. Some integration efforts will lead to unifying result, others – would be hopelessly compromised. 2) Implementation of «Washington Consensus», which imposed actively through various US financial institutions, was aimed at de-socialization of world periphery countries. The idea of a free-market of the economic self-stabilization that is achieved automatically becomes archaic. 3) Skeptical position of P. Hirst and W. Thompson: «Globalization is a myth aimed at hiding the confrontational reality of the international economy, which is difficult to balance between three regional blocs – the Northern America, Europe and East Asia, where national governments retain all its former power». 4) In the leading countries, the effectiveness arises in large areas of production, which, after opening the borders will not be competitive with foreign exporters (a lower level of expenses). 5) J. Bhagwati, P. Krugman: the most expedient – construction of free market for goods but not for capital because capital is unstable by its own nature and requires state control – at least the control over the exchange rates. 6) American isolationists led by P. Buchanan. Globalization is the system of access to the rich and fair US market of dumping goods from countries with cheap labor. This is causing a flow of free American capital to the developing countries and weakens the US position. 7) The main problem – the ratio between globalization and westernization: can the Non-Western World enter the phase of globalization without previous impact of westernization, conservation of its own culture for the effective civilizational basis of Westernization that was actively accepted by society? (Chanda N., 2007)

The disadvantages of globalization are: social inequality, environmental degradation, the transfer of production (elimination of jobs and unemployment in developed countries), reducing the competitiveness of enterprises in industry and agriculture of developed countries (thus reducing the life quality for employees),

the threat of impact on culture (parallel with the globalization of economy and trade, the culture can also be imported and exported).

Unfair distribution of the globalization benefits arouses the threat of conflicts at the regional, national and international levels. Some scientists believe that global convergence of incomes is possible, arguing that the economy of poor countries grows faster than the economy of rich countries. In fact, the rapid growth is peculiar only for a small group of Southeast Asia (Asian Tigers), whereas the least economically developed countries have much lower growth rates than rich ones. As a result: there is no convergence or no equalization of incomes, but rather their polarization. Therefore, the countries with rapid growth are part of the group of rich countries; but the poor countries are more falling behind.

Growing income gap causes dissatisfaction with poor countries that may cause international conflicts, because the poor countries seeking to join the club of rich countries and are ready to fight for their share in world production. In addition, the distribution of costs and benefits of globalization leads to uneven development of industries, some of them decline (coal, heavy machinery, shipbuilding, etc.) with appropriate social consequences. The distribution of benefits is one of the most important in the globalizing world economy.

Today the global economy becomes more polarized, economic activity and related revenues are concentrated in three dozens of key-countries, mostly members of the OECD. Joining the global market system of the post-socialist countries, and underdeveloped countries such as Madagascar or Niger, did not improve their economic situation, but only increased the marginality. It should be noted that a significant increase in economic and social inequality is also observed within the post-industrial world. The new elite of postindustrialism is getting more separated from the masses of its own society. This phenomenon is based on the globalization of wealth and localization of poverty (Findlay R., O'Rourke K., 2007).

«Poverty Index» shows (see. Table. 1), each of eight citizens in the richest countries is experiencing increasing social problems tendency, resulting in his long-term or chronic unemployment, low incomes that are below the national poverty line, lack of financial opportunities for housing, especially the rise in price of education as a way of future professional and human development (see. Norway, Germany, Ukraine). Therefore, we can expect a further decline of living standards in poor countries and an increase of polarization (reduction index GINI) between the highly educated elite and the poor sections in rich societies.

Table 1

Regression analysis of preconditions of the social problems increase

Country	GDP per capita, 2015, USD	Poverty Index ¹ , 2014	GINI Index, 2014	R-Squared ²	Correlation Coefficient ²
Norway	67619	4,8	25,9	↑ 0,824284	↑ -0,9079
USA	57045	14,5	41,06	0,642008	0,801254
Germany	46165	15,5	30,13	↑ 0,84609	↑ -0,91983
France	41396	8,9	33,1	0,679982	↑ 0,82461
United Kingdom	39224	15	32,57	0,389661	-0,62423
Japan	38797	16,2	37,9	↓ 0,18827	-0,4339
China	13992	6,3	42,06	0,674974	↑ 0,821568
Ukraine	8493	24,3	24,55	0,58337	-0,76379

Source: [compiled the author by: <https://www.gfmag.com/>; <http://data.worldbank.org/>; <http://svspb.net/>].

As a result, the vast mass of the world's population accumulates a deep dissatisfaction with the financial situation, millions of people become hopeless in the possibility to achieve justice in the legal field or even in this life; they are covered with the fear of the future, which increases because of the political institutions, disability to eliminate the growing tension. In general, we must admit that the growth of global social inequality destroys the social base of political stability at the national and global levels. That global social inequality is a source of the spread of terrorism, organized crime, corruption, criminalization of government and business, the spread of social diseases (drug addiction, AIDS, alcoholism).

The formation of the Alternative Globalization

Harmonization can be achieved if based on the fundamental values, divided between the major cultural and civilizational communities. Important is the love to neighbour without division of humanity into «us» and «them». In this sense it can be expressed as in law forms of rights and freedoms and in terms of

¹ The percentage of the population under the national poverty line.

² Author calculations according to: <https://www.gfmag.com/>; <http://data.worldbank.org/>; <http://svspb.net/>.

fairness and responsibility. Understanding and acceptance the fundamental value of the human person by confessions, and equality of all people regardless of their ethnic or other origin, religion should be recognized by everyone. Involving the confessions into forming a social policy will bring the moral grounds under state solution. This will contribute to restoration of understanding social responsibility of the public authorities before the community (Buzgalin A., 2003).

The crisis contributes to rethinking of current model the development of globalization and stimulates the possibility of developing new strategic solutions to overcome the crisis and a new model of economic and global development. The crisis showed the evidence of necessity to change the world order and weaknesses of actual economic system and the relevance of development alternatives of the world development. Alter-globalization emerged, primarily, as an attempt to understand the process of globalization not from the position of business elite or world transnational institutions, but from the position of ordinary people who do not always understand the global political and economic decisions. Opponents often call this movement as «anti-globalizational» trying to simplify its essence to Globophobia, fear of globalization. Modern movement of alterglobalists aims to preserve the process of globalization, however, redirecting it to minimize an exacerbation of current global problems (see. Fig. 4). In scientific literature, many authors do not distribute the differences between Alter-Globalization and Anti-Globalization, combining these social movements into one – Anti-Alter-Globalism as far as both movements are opposed to the actual form of globalization – capitalist neoliberal globalization (Uriarte R. U., 2009, Pleyers G. 2013).

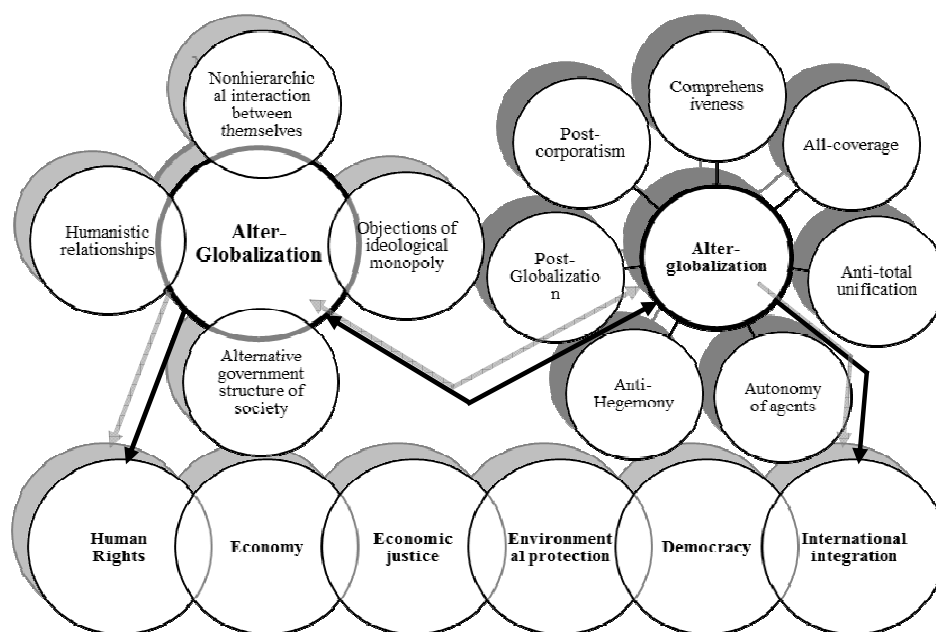
Category «alternative» can be defined as an integrating tendency that has social and political resistance in society, proves ideology aimed at implementing policy which opposes to the current type of development country or the world in general. K. Maidanyk noted that alternative movement acting is a logical, legitimate vector that creates system of macro-historical situation that has arisen in the world at the end of the XX century. The situation is caused not only by globalization but the imposition of different nature and those that coincide in time of the structural crisis – systemic, civilizational and possible, the «crisis of human survival» as well as the crisis of alternative historical development caused by such situation. In this case the alternative movement (as a synonym for another) is one that aims to establish a different system of values; other than today, and for most participants than yesterday, the development of world. Similarly, most researchers of this phenomenon, such as: I. Wallerstein, S. Amin, K. Ahiton, A. Buzhalin, A. Demidov and others, analyze this movement.

So, the alter-globalization – is a social movement, which ideology is close to a classic anti-globalism, but which supports some aspects of globalization, especially international integration, insisting that the values of democracy, economic justice, environmental protection and human rights should be ahead of economic concerns. Thus the purpose of establishing a globalization alternative

is the implementation of new principles of global system which would have been based on the principles of social partnership, social and environmental protection, institute of social state and real democratic values.

Figure 4

Basic principles and bases of Alterglobalization formation



Source: compiled by the author.

Conclusions

Globalization has brought positive results related to the integration, communication, cooperation, but has also created a lot of problems. The problems include the growing gap between the poles of wealth and poverty, a high social cost of integration of the developing countries into the global economic space, a crisis of jobs and mass layoffs in developed countries, catastrophic pollution, the negative effects science and technology development, international terrorism, re-

pression of the local cultures, environmental degradation, and the crisis of democracy. Exactly alter-global movement can solve these problems created and pointed by globalization.

In the economic sphere alter-globalization process should correct the disadvantages of neoliberal rules of global trade because of which all authority, wealth and capital moved to multinationals. Aspects of the market and money implementation, as a single measure of efficiency, increasing of poverty and marginalization of all nations and regions, the privatization of natural resources by monopolistic structures, social injustice and manipulation workforce are also problematic. The process should essentially include reconstruction of the world economic institutions (IMF, World Bank, WTO) associated with the asymmetry of economic and social injustice – their democratization and «transparency». Much effort should be given to reduce the gap between the rich and the poor (Tobin tax on financial speculation) regarding the possible cancellation of third world debt; to improve the mechanism of embargo and sanctions against countries.

Bibliography

1. Bauman Z. Globalization: The Human Consequences. – M., 2004. – P. 87 (in Russian).
2. Bell D., Inozemtsev V. Disconnection Epoch: Reflections about the World of the XXI-st Century. – M. : Centre of Postindustrial Society in Investigation, 2007. – P. 213 (in Russian).
3. Buzgalin A. Alterglobalizm: Theory and Practice of «Antiglobal Movement» / A. V. Buzgalin. – M., 2003. – P. 256 (in Russian).
4. Verdu J. P. «Antiglobalization» Movements and Its Specifications in the Spanish Variant // Youth, Globalization and Alterglobal Movements. Journal of Youth Research. – 2007. – № 76. – P. 39. (in Russian).
5. Deliagin M. World Crisis: General Theory of Globalization. – M. : Infra-M, 2003. – Issue 3. – P. 51 (in Russian).
6. Uriarte R. U. Analysis of origin and development of the antiglobal movement // Interstitios: Sociological Journal of Critical Thinking. – 2009. – Vol. 3. – № 2. – P. 155 (in Russian).
7. Huntington S. Ph. The Clash of Civilizations. – M. : ACT, 2005. – P. 603.
8. Chanda N. Bound Together: How Traders, Preachers, Adventurers, and Warriors Shaped Globalization // New Haven (Ct.). – London : Yale Univ. Press., 2007. – P. 245–254.

9. Findlay R., O'Rourke K. *Power and Plenty: Trade, War, and the World Economy in the Second Millennium* // Princeton (NJ). – Oxford : Princeton Univ. Press., 2007. – P. 408–412.
10. Held D., McGrew A. *Introduction: Globalization at Risk / Globalization Theory: Approaches and Controversies* // Ed. by D. Held and A. McGrew. – Cambridge : Polity, 2007. – P. 1–14.
11. Robertson R. *The Three Waves of Globalization. A History of a Developing Global Consciousness* // Nova Scotia; London. – N. Y. : Fernwood Publishing & Zed Books, 2003. – P. 7–11.
12. Pleyers G. *Alter-Globalization: Becoming Actors in a Global Age / Geoffrey Pleyers* / John Wiley & Sons. – 2013. – P. 336.

The article was received on November 26, 2015.