The Role of Europeanisation in the Larger Context of Globalisation

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Abstract

Europeanisation has emerged as a significant world order because of the magnitude of changes it has brought about in terms of the construction, diffusion of formal as well as informal rules and regulations pertaining to politics, economy, technology and international relations within the European Union. The benefits of Europeanisation as consolidated and enforced by the formation of the European Union are numerous inclusive of:

- Unification of a vast majority of constituent European economies territorially, politically and economically.
- Stronger, simplified and more effective political control of a vast majority of European countries
- A more wholesome sense of Corporate and Social Responsibility for a larger area in terms of corporate governance, environmental protection measures and pollution control.
- Creation of stable democratic countries on behalf of the individual European Countries, an essential pre-requisite for individual countries becoming part of the European.
- An efficient and streamlined decision making for a fair and prosperous European Union.

This paper analyses Europeanisation concerning its integration with EU politics and internal politics of EU countries, its relationship with firms as well as its interplay with Globalisation. European states - members and non-members of the EU - remain challenged by the important and still unsolved question about how future policies of the EU should be considered vis a vis globalisation. While Europeanisation will further strengthen globalisation pressures it also permits the EU exhibiting great potential to emerge as a well-networked and strong system of regional governance.

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Europeanisation as a modern world phenomenon

Europeanisation encompasses the developments of the European Union over centuries in terms of business, technology and politics and more importantly, how each of these developments has contributed to the visibility and supremacy of Europe today. Europeanisation is a strategic phenomenon in world politics and the global economic system at large.

[1]Europeanisation consists of processes of a) construction, b) diffusion and c) institutionalisation of formal and informal rules, procedures, policy paradigms, styles, 'ways of doing things' and shared beliefs and norms which are first defined and consolidated in the EU policy process and then incorporated in the logic of domestic (national and subnational) discourse, political structures and public policies.

The phenomenon of Europeanisation is multi-faceted and requires a careful analysis and review process to be able to understand its meaning, in its full capacity of power and dominance.

My main aims through this research paper are to:

- Understand the mechanics of Europeanisation-how the phenomenon has acquired a powerful meaning in the modern day world, and
- Understand the significance of Europeanisation in terms of a wider context of globalisation

It has been a major challenge for researchers to be able to create a link between the different facets of Europeanisation and the different mechanisms that have played an

[1] Radaelli, C. M. (2000) Whither Europeanization? Concept Stretching andSubstantive Change European Integration online Papers (EIoP) Vol 4.

important role in its culmination. Europeanisation is an evolutionary concept and there is a complementary role played by the various constituents of its evolutions and existence.

The Territorial Implications of Europeanisation

Europeanisation, has acquired a strong degree of importance in the context of the modern day world largely because of the creation of the European Union. While Europeanisation did exist in a latent state before the official institution of the European Union, the phenomenon became more apparent after the creation of the European Union. Hence since the 1st of November 1993, the creation of European Union has lead to an official christendom of the Europeanisation process. The world has ever since become increasingly aware of United Europe as a major player in politics, technology and international business.

In order to expand their activities within Europe, firms located in the region which particularly engage in export related activities would pursue either one of the following strategies:

- Firms could redistribute their activities across Europe through investment in plant capacity and entering into mergers, acquisition and takeovers with other companies located in Europe which has significant cost-reduction benefits.
- Firms could alternatively choose to remain at home since there are relatively few trade barriers.

Benefits of Europeanisation

The creation of the European Union has led to the following major positive externalities:

- Unification of a vast majority of constituent European economies
- Unleashing of business and technological potential of a collectively larger European community
- A stronger, simplified more effective political control of a vast majority of European countries
- Benefits of a common currency through the creation of a European Monetary Union(EMU), the Euro as a medium of transaction observed in all major European Countries
- Mobility of Europeans within the broader region of the European Union with employment and trade benefits.
- Specific benefits of comparative advantages as is observed, an example being the technology industry-Europeans are world leaders in the use and manufacturing of mobile phones.
- A more wholesome sense of Corporate and Social Responsibility for a larger area in terms of corporate governance, environmental protection measures and pollution control.
- Benefit of creation of stable democratic countries on behalf of the individual European Countries. In fact it is a pre-requisite that individual countries forming part of the European Union possess the following favourable characteristics as part of a stable democracy in terms of guaranteeing the:
    - rule of law
    - human rights
    - and protection of minorities along with

- a functioning market economy as well as a civil service capable of applying and managing EU laws.

- Streamlining and enabling efficient decision making for a fair and prosperous European Union.

Understanding Europeanisation in terms of [2]transforming Europe.

To be more precise it can be understood in terms of how politics and systems of governance at a higher level in terms of European Union affect the more localised systems of politics and governance of individual European countries. Europeanisation, as was enhanced by the creation of the European Union, had led to the creation or more precisely sustenance of well-functioning constituent economies in terms of legal conditions, human rights, productivity, and so on.
The process of change brought about in Europe as a result of a [3]two level process consisting of:

- Domestic Actors, individual European countries playing within a larger field in terms of the European Union.

- The European Union constituting the larger international player in terms of a wider context of a global economy.

The process of Europeanisation has resulted in the creation of more efficient individual countries as described before, those which have also been strengthened as a result. The end result of Europeanisation is the substantial redistribution of powers among domestic actors (Courts, Parliaments, Executives). More importantly while states have lost autonomy at a wider level they have the same time managed to have acquired capacities

[2] Caporaso, A. James, "Third Generation Research and the EU: The Impact of Europeanisation, Presentation at Conference on Impact of Europeanisation on Politics and Policy in Europe"
[3] Caporaso, A. James, "Third Generation Research and the EU: The Impact of Europeanisation, Presentation at Conference on Impact of Europeanisation on Politics and Policy in Europe"

as a result of which they can carry out policies in many areas of complex interdependence.

The following are the distinct types of Europeanisation:

- [4]Europeanisation being derived from different stages and forms of the policy process as in:
    - policy formulation (construction);
    - putting policy into practice (institutionalisation);
    - and in a much less structured manner (diffusion).
- Europeanisation can also be better understood in terms of fundamental beliefs and values.
- Understanding the concept of Europeanisation in terms of the impact of European policy within member states. It thus entails two steps: adoption at EU level and then incorporation at the domestic level. It is often considered that Europeanisation and EU Policy making are distinct from one another.

[4] Bulmer, J Simon and Radaelli, Claudio M, "The Europeanisation of National Policy?", Queen's Papers on Europeanisation,No 1/2004

Impact of European Integration on European Politics and Internal Politics concerning European Countries

The impact of the process of European Integration on European Politics and Internal Politics can be better understood in terms of the following classifications:

- [5]Positive Integration and
- Negative Integration

Positive Integration

Positive Integration, as the name suggests is a forthcoming phenomenon, dealing with market-correcting rules. It includes within its purview policies aimed to correct the otherwise damaging effects of market processes such as:

- Pollution control
- Social Policy
- Regional Policy
- Veterinary Policy which accompany the Common Agriculture Policy(CAP)

All negotiations concerning these policy areas require arduous efforts with regards to formulation and implementation of these policies is also an integral task.

[5] Bulmer, J Simon and Radaelli, Claudio M, "The Europeanisation of National Policy?",

Negative Integration

Negative Integration concerns itself with the removal of national barriers necessary to create sufficiently strong national policy. In the process of Europeanisation, European legislation plays an integral role in putting policy into practice as a majority of these policies may be contained in European Treaties themselves. While positive integration is associated with market correcting, negative integration plays an important role in market-creating or market-making or rather the domain of rules which play an important role in ensuring an optimum and well functioning market.

A good example of negative integration would be EU trade policy which deals with trade agreements within the European Union, trade policies and Europe's role in the WTO forum. Another case in point as far as negative integration concerning the European Union is EUs competition policy, pertaining to competitive behaviour, terms of mergers and acquisitions, prices and market sharing agreements.

As far as the process of market making or creation is concerned, one can attribute the process to, from a dimensional aspect:

- A market amongst economic actors
- A market amongst people from differing national systems

A positive attribute of the process of market making is that it caters to the horizontal process of policy adjustment concerning Europeanisation. A strategic difference between positive and negative integration is while the former concerns itself with national policy of individual European countries complying with EU policy, the latter deals with competition among rules and socio-economic actor within the European Union.

The process of integration in the larger part of Europeanisation plays a decisive role in being able to comprehensively understand the root causes and growth related factors concerning Europeanisation, what exactly fuels the process of Europeanisation and how does one understand it holistically.

An alternate view of Europeanisation

The process of Europeanisation from an alternative perspective helps one understand the process of Europeanisation in terms of a number of factors:

- **Changes in external territorial boundaries**

  This phenomenon as discussed before has played an integral role in making the process of Europeanisation more apparent from a global context. Europe initially existed as a continent with nations enjoying separate political rights and economic status. The creation of the EU Union as on 1st November 1993, has helped create a consolidated European power which has brought about a remarkable change as in extension of territorial boundaries.

- **Governance institutions developed at the supranational level**

There exists a strong diffusion of power from a higher level concerning the governance level of the European Union as a whole to the individual political structures within European Nations. While this explains the inter-governmental structure within the European Union, this section is exclusively devoted to understanding what constitutes governance at the supranational level and that would mean important institutions such as:

- European Parliament (elected by the peoples of the Member States);
- Council of the European Union (representing the governments of the Member States);
- European Commission (driving force and executive body);
- Court of Justice (ensuring compliance with the law);
- Court of Auditors (controlling sound and lawful management of the EU budget).

The above mentioned important organisations are assisted by the following important sub-organisations:

- European Economic and Social Committee (expresses the opinions of organised civil society on economic and social issues);
- Committee of the Regions (expresses the opinions of regional and local authorities);
- European Central Bank (responsible for monetary policy and managing the euro);
- European Ombudsman (deals with citizens' complaints about maladministration by any EU institution or body);
- European Investment Bank (helps achieve EU objectives by financing investment projects);

- **Influencing and imposing supranationality at the sub-national and national Levels**

It must be of particular interest to consider the influence of the EU Governing Bodies and relevant assisting sub committees in their endeavours to influence national and sub-national governments. This is with reference to the administration and enforcement of law and order and regulation of important business activities within the EU, laying strong emphasis on the legal machinery concerning the same. After the creation of the European Union, Europeanisation has played a major role in enforcing the prominence of the European Union as a major world player and the importance to be assigned to matters concerning politics, economy, law and order as well as the regulation of political, economic and scientific activity (concerning inventions, patents, technology etc). Here the role of the European Union can be well defined in terms of:

- Being an enabler,
- Being an enforcer and
- Being a regulator

As far as the EU governing machinery is concerned with being an enabler, we could certainly bring to light all rules and laws relevant to enabling the introduction of new products in the markets, technological innovations, property rights, civil rights and encouraging, broadly speaking a significant break-through and revolution in scientific activity. The importance of this should be particularly emphasised in connection with those which potentially enhance the production process in terms of range of products, benefits, rapidity of production process and so on. It is important that the EU government play an important role as enabler as this would permit technological innovation, scientific discovery etc all which are so important when one considers the production machinery, productivity and productive potential of the European Union at large.

The EU governing machinery has an important role to play as enforcer ensuring that rules and laws pertaining to the enforcement of trust, integrity and safety within the European Union are well implemented. The essence of the EUs role as enforcer is relevant as far as one is concerned with the enforcement and practice of law and order concerning various strategic domains such as politics, economy, business and so on. The stringent enforcement of Copyright Law is a fine example of the role that the EU government can play in terms of ensuring originality in innovation and safeguarding strategic discoveries within various fields of production. If the governing machinery relevant to the EUs role as an enforcer was not properly practiced then one could imagine the havoc that could be created in terms of non-conformance to rules, regulations and laws or rather their manipulation, which is a worst-case-scenario. As much as the EU governing machinery and related bodies is enabling encouraging innovation, free movement of goods and services (trade-related) and enhanced civil freedom in terms of free movement of people within the European Union, it is of utmost importance that it plays an important role as enforcer to ensure that not only ensuing rights and benefits are well implemented but also to ensure that they are well safeguarded and not misused or manipulated for unfair advantage. For example piracy in the software industry is a stigma attached to that industry, as a result of which Information Technology companies lose out heavily in terms of law suits and forsaken revenues every year. In the capacity of an enforcer, the EU could play a major role in ensuring that copyright laws are strictly enforced, curbing

piracy and ensuring that sufficient warnings of impending fines and legal proceedings are made well known to violators.

The role of the EU, enhanced and poised by the spirit of Europeanisation, as a regulator is quite well linked with its previous role as an enforcer. Regulation again plays an important role in enabling the process of enforcement and provides meaning and significance to the same. The role of the EU as a regulator is well understood in terms of its capacity to ensure and imbibe a rational sense of regulation in economic, political or business activity to prevent again overindulgence, misuse and under capacity particularly within various strategic sectors of the economy such as business, technology and politics. For example, a regulation on the age of EU citizens to vote, which is 18 is well intentioned in terms of the rationale and sound decision making ability of the individual.

- **Governance procedure and policy specific for EU beyond EU Borders**

The various governing bodies of the EU play an important role in ensuring that laws, rule and regulations are formulated pertaining to enabling, enforcement and regulation of dealings of various European Countries with other major global players. This is an important facet of the EU governance with regards to international relations, diplomacy and regulation of world economic/legal order.

The European Union is not an island and especially cannot consider itself to be one in terms of governance procedure. If the EU only paid specific attention to its legal role within the continent of Europe then it could potentially jeopardize its trade, political and legal relations with other world countries. One can imagine the disastrous effects that it would have on trade balance and consequently GNP, diplomacy and self sufficiency. As far as diplomacy is concerned it is important that the EU carefully balance and mitigate and arising tensions with other world countries as it already is. This would play an immeasurable role in ensuring a stable and more productive world order.

Governance Policy and procedure from an alternative view plays an important role in ensuring that any particular European country is not made a victim of dumping and that it does not face market failure as a result of excessive dependence on ongoing trade

relations with another country i.e. more precisely being at a risk of allowing for an excessive supply of a particular commodity as a result of formidable and unmanageable competition from foreign markets. Hence a possible import regulation could be of an advantage to the European country under consideration. In the case of a country not being able to produce a particular commodity, the government could play an important role by allowing for an import quota, whereby a possible beneficial trade relationship between the country of scarcity and the country of abundance could be allowed for.

Formation of the European Union-A project of a political nature aimed at intensifying the unification of Europe and the process of Europeanisation

While countries within the EU are becoming more and more united and there is an increased interdependency between the relevant countries of the EU in terms of political, economic, technological and social benefits, there could be considered a prospective project of political nature which could further intensify and ensure a further well-balanced and beneficial unification of various countries within the European Union. In the spirit of Europeanisation, while ensuring a project of such a kind, one has to warrant that the values symbolising the process of Europeanisation and European Union are well ingrained.

The project so far in the history of the European Union that comes close to possessing the above characteristics apart from the broader process of Europeanisation would be the formation of the European Union itself which helped unify Europe in a myriad of ways. The formation of the European Union has played a major role in bringing about a synthesis from a:

- Geographical Point of view-European Countries are more united as a result and are mutually geographically accessible henceforth enabling trade, employment benefits to name a few.

- Political Point of view-The democratic process within individual European countries is more refined, enhanced and stringent as a result of the accountability and conformance of individual European countries to the EU Governance Structure. This is considered apart from the regular political process and system of stability within individual European Countries.

- Economic Point of view-Countries within the European Union are further united as a result of the Euro observed as a currency in terms of transactions, trade, business (quoting of clock prices to name a few).Business Enterprises of individual European Countries can, with less regulations enter into mergers and

alliances with enterprises of neighbouring European countries and are freely allowed to negotiate in search of business and profit opportunities.

- Social Point of View-Citizens of the European Union consider themselves proud to be a EU member, and as a result of the formation of the EU view themselves as belonging to a United Europe, thereby transcending beyond race, culture, caste and creed.

Understanding the interplay of Europeanisation in the larger part of Globalisation

It is important to understand first the accurate meaning of globalisation before we progress to understanding the role and interaction of Europeanisation in the larger part of Globalisation. Globalisation is a "process…which consists on a transformation of spatial organization of social relations and transactions, which produces transcontinental or interregional flows and network of activities, interactions and power."

It is imperative to note that Globalisation does not concern only technology and way of production, but even the political tools men experiment in order to regulate and to reproduce such a social structure. Europeanisation has an important role to play in the larger part of Globalisation and can be unanimously considered an integral component of the same.

The importance of the role played by the process of Europeanisation in the larger part of Globalisation can be well understood in terms of the significant position occupied by Europe in terms of trade, production, technology etc. The power of the Europeanisation movement is significantly fuelled by the important role and world position occupied by the European continent in various fields of activity.

Another important factor contributing to the growth and sustenance of the process of Europeanisation is the role played by Europe in its international relations with other countries in terms of trade, politics (diplomacy) and technology transfer. As long as the European Union and its various constituent economies are interested in furthering their mutually beneficial economic and political interests with other countries of the world, so will the spirit of Europeanisation continue to be recognised and proliferated.

The process of Europeanisation can otherwise be described as the heart of the world economic system, enriching and fuelling the globalisation process and breathing life into the magnitude of strategic world affairs in terms of politics, economy, technology and business.

The European Union as long as it continues to function as a cradle of strong, healthy individual democratic nations with inherently stable and strong systems in terms of rule of law, human rights, protection of minorities along with a functioning market economy as well as a civil service capable of applying and managing EU laws and international

relations bearing social and economic benefits, so will the character of Europeanisation be strengthened in the light of the creation, existence and future role of the European Union.

To sum it up, as long as the role played by the European Union in terms of inter-nation and international dynamics is productive allowing for an increase in external territorial boundaries, supra-national level governance institutions, influencing and imposing supranationality at the sub-national and national levels by governance institutions as well as governance procedure and policies specific for EU beyond EU borders there will be observable to the world a strategic interplay of Europeanisation with Globalisation.

As the intractable institutional order of Europe is undergoing important changes, different sectors are affected differently by the simultaneous development of Europeanisation and Globalisation. By studying how Globalisation affects different sectors in Europe and how these sectors respond to the global challenge by national and / or Europeanized means we will be able to further clarify and fully explain the homogenizing and diversifying effects of Globalisation and of Europeanisation in their sectoral (Economy, Business, Technology) variance.

Conclusion:

Europeanisation is a strategic phenomenon in world politics and the global economic system at large. Europeanisation consists of processes of a) construction, b) diffusion and c) institutionalisation of formal and informal rules, procedures, policy paradigms, styles, 'ways of doing things' and shared beliefs and norms which are first defined and consolidated in the EU policy process and then incorporated in the logic of domestic (national and sub national) discourse, political structures and public policies. Europeanisation has tangible benefits to a great extent spurned by the creation of the European Union such unification of a vast majority of constituent European economies, unleashing of business and technological potential of a collectively larger European community, a stronger, simplified more effective political control of a vast majority of European countries, benefits of a common currency through the creation of a European Monetary Union(EMU), the Euro as a medium of transaction observed in all major European Countries, mobility of Europeans within the broader region of the European Union with employment and trade benefits, specific benefits of comparative advantages as is observed, an example being the technology industry-Europeans are world leaders in the use and manufacturing of mobile phones, a more wholesome and well-established sense of Corporate and Social Responsibility for a larger area in terms of corporate governance, environmental protection measures and pollution control., benefit of creation of stable democratic countries on behalf of the individual European Countries. In fact it is a pre-requisite that individual countries forming part of the European Union possess the following favourable characteristics as part of a stable democracy in terms of guaranteeing the civil rights and last but certainly not the least streamlining and enabling efficient decision making for a fair and prosperous European Union.

Broadly speaking the discussion above has tried to analyse major features of the two processes, globalisation and Europeanisation. With a strong emphasis on modernisation and sustainable development, these processes bring about changes in individual states of economic development.

[6]European states remain challenged by the process of European integration. Thereby, European states - members and non-members of the EU - are confronted with the important and still unsolved question about the consideration of future policies vis a vis globalisation. While Europeanisation will further strengthen globalisation pressures it also permits the EU exhibiting great potential to emerge as a well-networked and strong system of regional governance.

[6] Kelstrup, Morten, The European Union and Globalisation: reflections on strategies of individual states

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