

**RISKS AND RESPONSIBILITIES BETWEEN BUYER AND SELLER IN
INTERNATIONAL RELATIONS IN CONTEXT OF ECONOMIC INTEGRATION.
WAYS OF SHARING IN THE MULTINATIONAL COMPANIES**

Sanda Gabriel

*Associate Professor Ph.D, “Constantin Brancusi” University of Targu-Jiu, Faculty of
Economics and Business Administration*

Enea Constanta

*Associate Professor Ph.D, “Constantin Brancusi” University of Targu-Jiu, Faculty of
Economics and Business Administration*

Abstract: *Integrating formal intergovernmental cooperation can be determined in order to adapt to economic change and social legislation and the need to replace national laws become obstacle to informal integration with a common permissive and favored the free movement of flows informal and proactive when political aims redirection informal flows to other structures (patterns) than those created by market forces. In the literature, rich in delimitation of the concept of integration, different economists have distinguished reputation in the field, according to a series of economic criteria, political, social, geographical, structural, etc., following degrees of economic integration trends corresponding to more intense or smaller equalization coordinate economic, social and political - the degree of integration over time of economic integration theories have become independent.*

Is in fact the international development strategy choice determine segments we address (target segment) in an overview of the markets. This choice goes beyond the country, and the notion of the target segment should not be confused with the country markets.

Cuvinte cheie: *integration, interstate economic, global economy, development, services, risks and responsibilities economics, transactions.*

The notion of integration was used for the first time in economics, industrial relations organizations. This notion is seeking expressions of "a set of agreements between firms to form cartels, corporations, trusts or mergers in the vertical direction, the purpose of the relationship with users and providers horizontally on agreements between competitors" [1].

Interstate economic integration is the process of developing complex global economy, based on interdependencies increase economies of several countries, aiming at the establishment of strong economic complexes in a specific area of the world.

Interdependencies are agreed by the States concerned and determined the development of the international division of ounces of international specialization. Thus, interstate economic integration "requires a complementary level of development based on a similar, so similar parts to form a coherent whole"[2]

An attempt to systematize the many definitions of economic integration must take as a starting point to establish the essential reporting criteria and practical arrangements for assessing the dynamics of the phenomenon studied.

In general sense, integration is "mutual adjustment of the components of a system, allowing it to form a new balance" [3] or "combining parts of a whole process of achieving union status and union is an integer result the combination of shares or members" [4].

Elements of all new units can be created from materials previously independent or complementary structures, simple or complex, put together by a process of dual targeting: decay, burst, tear, partial or total dismantling of data structures constituents (basic) and to gather, combine or transform them into the new structures.

Result is that the new integrated structure over all or part characteristics or constituents to formulate its own characteristics, completely independent from those of the constituent elements. Newly created structure can be considered integrated only when relationships are established between the elements composing it are stable over a long period and produce noticeable effects in each of its component units.

Other authors consider that the integration in a general sense may be final as "coordination of several organs, bodies or units made for smooth functioning of various command centers"[5].

For Gunnar Myrdal integration does not mean anything other than bringing together parts of a whole. But a group of economic factors may be considered integrated only when the relations between these elements are stable and you can talk about cohesion of this group of elements due to economic efficiency that allows for these relationships.

If definitions of integration in a general sense does not differ essentially from each other and converge into association with the idea of integration and union meeting, training or reform of a whole, the transition from the macro-spaces micro-spaces, addressing the economic integration takes many forms and under many aspects sums directly related to causality, strength, versatility, complexity, emergence and content of the studied phenomenon.

However, you can define a number of common elements: the first is that economic integration means creating increasingly large economic complexes that will produce increased productivity. Defining elements, causes and effects which have direct connections and inter-complex: the division of labor - at local, sector, national, regional or global, the principle of non discrimination or discrimination and mobility of factors of production, goods and services, the second is that integration should be approached from the dual perspective: as a process and as a matter of fact, the third considers that integration is not an end in itself but a means to achieve economic goals (growth economic), social and political complex.

Regarded as a process, integration is "the creation and maintenance of economic interaction models, social and political, intense and diverse, from previously autonomous units"[6].

When patterns of interaction develops itself in a continuous process, without the impulse of political decisions, because the dynamics of markets, technologies, communication networks and social change, we speak of informal integration. It is a batch process, which goes to the decision to decision, from business to business, is the result of continuous flow of transactions of billions of individuals to pursue self-interest. Informal side integrative process is its own economic and social integration.

When the process is ongoing and structured way is to change the legal framework that encourages or inhibits the flow informal talk formală integration [7].

Integrating formal intergovernmental cooperation can be determined in order to adapt to economic change and social legislation and the need to replace national laws become obstacle to informal integration with a common permissive and favored the free movement of flows informal and proactive when political aims redirection informal flows to other structures (patterns) than those created by market forces.

The relationship between the two is bi-univocal. International influence formal structures can stimulate the development of informal trading across international borders or, where appropriate, may slow. At the same time, alter expectations of informal flows they generate and those who benefit from them, leading to pressure on the formal structures. Bela Balassa for the concept of integration defines "an economic process that involves the application of measures leading to the elimination of discrimination between economic entities belonging to different national states" [8]. Jan Tinbergen called this aspect of the process as "negative integration - the creation of permanent institutions without which market forces are too weak integrative - positive integration" [9].

Regarded as a matter of fact, able to be obtained through the process described above, integration is "the absence of various types of discrimination between national economies" [10] or "where the national components of a larger economies are not separated by borders economic, but work together as an entity "[11].

A widespread view is that integration is defined as a process of economic transition from the macro-spaces, micro-spaces, through the convergence of previously separate entities nationally, based on economic, social and political or institutional naturally established in the time. Karl Deutsch link defining the integration of the idea of belonging to a community whose institutions and practices strong enough that it can ensure its stability and safety for a period of time.

A main element is the notion of product transaction to be considered, specified and analyzed in a broad sense. Product adaptation, as revealed in the above is one of the most important aspects of international supply company. Another aspect to be considered in the course of international trade is the price of the product. This should take into account the market situation: the price competition and price offered for that offer the buyer. Moreover, the price depends on the product required and the services that accompany it.

How the international transaction, providing services related to product and service after the sale has a special place, services should be provided. They also can be distributed between the exporter and importer.

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The product is above all a response to market expectations of a product that breaks the relationship not as product-market or product-market segment. Product called everything that can be offered in a market, the notion (concept) of the product exceeds the broad notion of tangible object. Products in nature may be: industrial goods; consumer goods; services; transfer of technology.

Industrial products involved in the manufacturing process in two ways:

- As they compete to renew investment and production capacity of the enterprise;
- Operating items as they enter directly into production.

Proposed classification emphasizes this distinction that proves decisive in the vicinity of markets. In the industrial goods distinguish:

- Raw materials and commodities are composed of soil and subsoil resources and products of the chemical and steel ne-transform;
- Spare parts and components consist of all products that fall directly in the manufacture of the finished product (small electric motors, microprocessors for computers, tires for cars etc.);
- Industrial supplies (there are maintenance products, lubricants, prints, paper, etc. And consumables are the sets of participating in the operation of production units without a component;
- Supply of equipment slightly (machine tools, etc.). Manufactured or assembled in series so storage units based on the elements of series production;

- Heavy equipment goods (material independent: aircraft, industrial center or complete production facilities, lines of manufacturing, industrial assemblies).

Consumer goods may be:

- Purchase consumer goods that current unsustainable low-value - which must be constantly on the market;
- Consumer goods reflected purchasing (buyer examines the information, compare products, and the decision is taken from an evaluation of a part of product;

- Specialty consumer goods, which have a special status, their characteristics are unique. The buyer examine the product as a response to a need. This product is a sign that allows the wearer to identify the group that wants to belong;

- Researched goods - which requires very private ownership, it is either new products or product forgone in response to a need (an encyclopedia, funerary monuments).

The services are very diversified and plays an important role in world trade.

They serve as lubricant for all modern activities and also a catalyst for international transactions.

The trend of internationalization of commercial transactions and default services based on volume and increasing the amplitude of business documents, both on the national market and international market.

Services that accompany international transactions and while their subject is an area with specific regulations on imports and exports. Currently, global trade service has a growth rate equal to that of trade in goods representing a quarter of total world trade. In rendering services which are marketed:

a. production services - can be considered as an autonomous production intangible, whose role is performed in the marketing of goods, transport and communication services used in producing goods.

b. services in international transactions. Any international transaction involves various services such as: bleach fabric in another country, complementing the company sold the product (shipping a car to transport tools paid by seller). In this case the incorporate costs exporter in the selling price.

Some areas of service have a strong vocation for internationalization. These include: engineering, transport, banking, insurance, trade, etc.

Transfers of technology that is transferred for consideration of industrial and intellectual property rights in some form to allow their sale customer. Transfer can be done by:

- Transfer of licenses;
- Contracts for technical assistance and consulting;
- Cooperation agreements and joint venture;
- Training contracts.

As for services, technology transfer can be an autonomous activity or product is part of the complement supply company. Example: transfer a license to use a patent, an asset sale of equipment covered by a contract of employment training.

The practice of international trade shows that offer enterprise is not universal, it addresses a market segment called Target. Approach leading to his request comprises three elements segmentation; choice of target; positioning. Actual or potential buyers of a given product searches the same basic functions from this research explicit motivations, expectations, behaviors that are very heterogeneous. Segmentation is to analyze and market share distinct subsets. Each unit may be subject to specific distinct commercial approach (marketing mix differently). Market Study of the parties concerned must make it possible to release any relevant criteria relating to product segmentation and the countries considered.

Concluzions:

In the literature, rich in delimitation of the concept of integration, different economists have distinguished reputation in the field, according to a series of economic criteria, political, social, geographical, structural, etc., following degrees of economic integration trends corresponding to more intense or smaller equalization coordinate economic, social and political - the degree of integration over time of economic integration theories have become independent, studied and developed as such:

1. - Economic cooperation between states includes all economic relations, set out in the bilateral and multilateral, regional and global, all the main directions international economic relations. Collaboration can be global when trains all states to solve problems that interest mankind in general, or regional, with only affect geographical areas [12].

2. - Economic consideration, the general sense, as a primary form, preliminary and help harmonize the interests between two or more participants in economic action. The specifics of cooperation is that it does not involve a transfer of powers and decisions are not binding partners to each other than states within the strict limits of their consent.

It is found in relations between states with the same social or economic organization belonging to different socio-political structures, or between institutions and economic units in the economic sphere, allowing the joint efforts of participants to solve problems of common interest closer between national economies based on international division of labor, specialization in production and stability to enhance mutual exchanges and sovereignty national respecting independence [13].

Unlike integration, economic cooperation based on economic and technical complementarity between the different areas of production. Cooperation actions involve convergence of interests of parties determined by the

common goal of cooperation, even if everyone actually follows its earnings targets and specific. International economic cooperation is achieved especially at the microeconomic level, therefore integrates markets, but markets do not cooperate, but businesses operating within them.

Economic cooperation can take many forms:

- Cooperation on the basis of specialization - is characterized by the existence and development division of labor between the partners on their economic and technical complementarity principle.

- Cooperation to achieve economic objectives assume joint effort of partners for the construction, commissioning and operation of production capacity. It finds expression in the signing of contracts between firms in different economies or when it comes to economic objectives-oriented, in complete cooperation agreements at governmental level.

- Cooperation organic - is the most comprehensive and stable international economic cooperation and macroeconomic micro level, sub-regional partners which made a joint contribution of funds, a common economic management and share the benefits and risks. This form of cooperation is joint ventures and multinational companies own.

Preferential trade club, consisting of two or more countries reduce their import duties on each of all goods, so basically done charging an exchange of preferences between them. Countries remains, however, the initial tariffs against countries member. The classic example of preferential trade club is the system of preferences of the Commonwealth, created in 1932, between Great Britain and 48 Commonwealth countries associated.

Integrationist schools of thought: considered as part of the economic theory of international relations, economic integration theory grew out of it and became a subject of analysis in its own right with its specific methods of analysis and well defined area of knowledge.

The international integration of thinking there are three main trends:

a. functionalism - the least politically ambitious, appeared first in the period between the two world wars when European nationalism was at its peak.

b. Federalism - the current ambitious appeared in the post bellicose, the full economic disaster and political disillusionment.

c. Neo-functionalism - a compromise of the two, there was a time when economic recovery and political atmosphere move quickly improving. Their occurrence is therefore the subject historically strong and determined each exogenous or endogenous certain specific conditions.

Is in fact the international development strategy choice determine segments we address (target segment) in an overview of the markets. This choice goes beyond the country, and the notion of the target segment should not be confused with the country markets.

Segments within the target company, the company is very rare one, it must define its offer to clearly distinguish competitors offer. The difference (differentiation) are based on product design and its image. In this context the question of adaptation is closely related product features and positioning target set.

Adapting to all product features. In this case we consider:

- Technical adaptation is often a constraint imperative under rules and regulations in force. This is a requirement of accessibility of the target companies;

- Trade-related adjustment takes into account consideration of all aspects of supply, customer expectations and positioning requirements.

Trade Adjustment for packaging, labeling and marking according to regulations.

Product adaptation, as revealed in the above is one of the most important aspects of international supply company. Another aspect to be considered in the course of international trade is the price of the product.

This should take into account the market situation: the price competition and price offered for that offer the buyer. Moreover, the price depends on the product required and the services that accompany it.

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On providing product and service, it must answer the following questions:

- Who will order and establish transport goods from one point to another?

- Who will bear the risk of loss or damage during transport mărfurilor?

- Who will prepare and perform customs operations in the country of export and import seller in the buyer country?

- Who will bear the risk if these operations not to do?

Please note that it is impossible to imagine that we can determine all the modes on the allocation of costs, risks and responsibilities between buyer and seller. Establishing a product distributions based on a commercial roof with a commitment term correspond more or less important export related services relating to product sales. Here we add two cases:

- In a sale, the buyer means the company paid employment rights seller to make or to be carried out by specialized intermediaries and customs all transport operations, transport and risk taking. In this case the service provided is up;

- In a sale "to plant" is content to put merchandise seller to the buyer. It will have to organize all the operations necessary to control products and assuming the risks. In addition to supplying the product or service is not offered by the exporter.

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