Abstract: This Research paper wants to offer a briefly introduction to the concept of “non-stat” actors. This new concept arises in the late of ’90 years, after the “civil society” was crystallized enough. The new wave of economic globalization gives the possibility to other actors, except “state” to activate on the global agenda. This paper will give some details regarding definitions, typology, evolution and role of “non-state” players in the world economy.

Keywords: “Non-state” actors, multinational companies, NGOs, central banks

JEL Classification: A, E, F, H, M, P

1. Introduction

Addressing “non-state” actors in the literature became subject of analysis and debate gradually in recent years. A comparatively recent conceptualization of the various entities, other than the nation-state shows its importance in the globalization. Against the background of spatial scale and density of global interconnection, are intertwined relationships between communities, states, international institutions, NGOs and multinational companies. All these shape the so-called "world order", different from the period in which the state was pawn mainly in foreign relations.

Thus formed networks overlap and interact, defining the structure marked evolutionary constraints and power, reputation, influence in all sections: social, economic, political, cultural. This structure becomes a product of both individual actions and the cumulative interaction of many agents and institutions in the world. Few areas of social life beyond the influence of the globalization process, as reflected specific aspects of economic, financial, political and cultural globalization can be seen as a different phenomenon, with multiple facets.

Although, in present, the concept of “non-state” actors in the globalized economy, despite a vast and growing literature is one vehicle from increasingly common, we can not say that it is a solid theory, based on systematic analysis of its defining characteristics. Moreover, few studies provide a consistent study about the drive concept, in terms of the existence of a new reality, that of “non-state” actors involved in the transformation of form and perspective of the global economy.

1. Definition of “non-state” actors

In literature, definitions of “non-state” actors can be divided into two categories, namely: first category of definitions that includes in the above mentioned concept the trade unions, religious institutions, ethnic groups, universities or other individual actors, on the one hand, and in the second category, definitions that specify the condition obviously we associated with any form of local or national government. In this category are included only the multinational companies and NGOs.

An "officially" point of view in defining “non-state” actors was offered for the first time in the Cotonou Treaty, concluded in 2000 between EU and ACP Group. This Agreement relates the role of "non-state" actors (NSA) and of the local governments in global economic development. The two "entities" are considered as complementary to central government, which traditionally have been "central pawns" of cooperation between the EU and ACP countries.

Article 6 of the Agreement, offers a succinct definition of “non-state” actors: a wide range of development actors, other than governments, which participate in the process of cooperation between EU and the ACP are included in the category of “Non-state” actors: private sector, economic and trade unions, social organizations, civil society in all its diversity and in accordance with national features.

The definition leaves room for all categories of NSAs, such as: private sector, human rights associations, NGOs, religious organizations, trade associations, research institutes and universities, media, etc. Also in this definition are included the informal working groups such as informal private sector associations, etc.
In the report of the National Intelligence Council, created in 2007, “non-state” actors are defined as "non-sovereign entities that exert significant influence on the economic, political, social, both national as well as internationally".

Professor Stefan Mâşu (2009) considered "liberal revolution actors" who have translated into facts, figures and theories advanced liberal capitalism but all they have dynamited the system, the excess of freedom, exhausting the capacity of self and entering the area lack control, preferred land crisis.

Higgott, Underhill and Beiler (2000) define “non-state” actors, in conditions of globalization, as "change agents", influential, with operations in many areas of international relations.

However, attempts to define the concept of “non-state” actors have existed since before the year 2000. A definition which emphasizes the inter-relationship between global civil society, transnational associations and impact of "politics" in the context of globalization is presented by Richard Higgott. He mentions that civil societies in general, NGOs, social movements worldwide as well as other types of transnational associations, are the main actors in the reconstruction of global political authority. He believes that "transnational associations" put together cultural organizations, political, territorial and individual, in order to make progress in building a common agenda worldwide.

2. Typology of “non-state” actors

Higgott, Underhill and Bieler (2000) identify two main categories of “non-state” actors: the first category consists of private sector corporate actors, they, in their turn, are divided into transnational and multinational companies. The second category includes non-governmental organizations which play an important role at international level, in part because the use of new technologies, including Internet.

Lavinia Florea (2006) classified the other way "non state" actors - state, namely:

- International organizations: International Monetary Fund, World Bank, Organization for Economic Cooperation and Development
- Regional organizations: ASEAN, NAFTA, Mercosur, etc.
- Multinational companies
- Other actors: NGOs, unions, individuals

However, these actors present both "non-state" elements as well as influences of the state.

Mâşu (et al.) (2009) identify the following actors: Federal Reserve Bank of United States, European Central Bank, other central banks, investment banks, stock exchanges, the sovereign funds, investment funds, scoring agencies, other actors. From this list are missing two important categories of non-state actors: multinational companies and NGOs.

Analyzing classifications from literature must emphasize that there are two major categories of “non-state” actors with impact on the global economy, respectively multinational companies and NGOs, besides them we can talk about other performing actors.

From these perspectives we present some of the non-state actors with an important influence on the evolution of the global economy. Although present a heterogeneous nature, and in this regard an attempt of classification is difficult, the most represented “non-state” actors, created in the context of economic globalization are multinational companies, NGOs, central banks, other actors.

2.1 Multinational companies

In the economic globalization, multinational companies fulfill an important role. There is not a consensus in the literature in terms of a classification of multinational companies. Thus, Rugman (2005) claims that we are dealing with a small number of truly global corporations, while the rest are variations of regional corporations. Rugman (Rugman, 2005: Voinea, 2007) divides such corporations into four categories:

- Global Corporations: have in each of the three regions (U.S, Europe and Asia) at least 20% but not more than 50% of total sales;
- Bi-regional Corporations: two regions have at least 20% of total sales and in the region of origin – less than 50% of the total sales;
- Corporate oriented to the region of origin: are over 50% of the total sales in the region of origin
- Corporations oriented to the host region: are over 50% of total sales in the host of areas (other than that of origin)
From this arbitrary classification, the top 500 corporations in the world (according to Forbes magazine), Rugman identify only 9 global corporations, namely IBM, Sony, Phillips, Samsung, Intel, Canon, Coca-Cola, Flextronix and LVMH. The rest are considered bi-regional companies (including McDonald's, British Petroleum, Unilever, Roche), directed by host region and, most targeted by region of origin (including Wal-Mart, General Motors, and Ford). This approach is not fully accepted for the following reasons:

- Analyzes only one aspect of globalization that is firm and sales volume abroad
- Are not considered assets abroad volume and number of employees abroad
- Companies have a strong impact in economies where production takes

Another approach in terms of the typology of multinational belongs to Guillermo de la Dehesa (2007). Referring to modern economic theory, de la Dehesa considers two categories of multinational companies: vertical and horizontal.

- **Vertical multinational companies**: in this category are listed companies that distribute stages of production from geographically, according to intensity factors of production used, the activities use a qualified workforce and there are located where it is more abundant and cheaper (advanced countries), and less labor intensive activities qualified (developing countries). Guillermo de la Dehesa enumerates various theoretical models applied vertical multinationals, namely: the model built by Helpman (1984), Helpman and Krugman (1985), Lall (1980). Vertical multinationals operate in general in countries with different levels of development and the mother - company is located in the most developed country in economic terms.

- **Horizontal multinational companies**: there are companies with multiple work points; they multiply, essentially the same productive activity in a number of locations, taking advantage of reducing transport costs. Such models have been developed by Markusen Company (1984) and Lipsey (1984), these authors trying, in 1999 to integrate the two models into a new model "knowledge - the capital" that is based on the idea that geographic knowledge is mobile and acts as an impetus for each branch. This company operates generally, in countries similar to their operations in the country with the largest national market.

  Also, depending on labor costs, de la Dehesa identifies two other types of multinational companies: a local production company destined for major national markets, and companies located to produce for export.

Dependnig on the location of production and labor, Ohmae and Porter (1990) made an important distinction between multinational and global companies. Multinational companies have two-thirds of production and workforce in the country of origin, while global companies owning over 50% of assets, sales and their employers abroad. Examples of global companies: Royal Dutch - Shell, Exxon - Mobil, Volkswagen - Audi, IBM, Braver, ABB, Nissan, Nestlé.

Peter Dicken (2007) does not recognize that Ohmae's classification of the “denationalize” global companies. In his opinion, all companies "belong to a specific country strongly loyal to it.”Thus, despite decades in which international transactions took place, at least on quantitative terms, transnational companies remain connected to their country of origin. "Companies are thus national companies with international transactions”

### 2.2 Typology of NGOs

Yaziji and Doh (2009) believe that NGOs can be divided into two main categories: first, NGOs designed to benefit from actions taken, and on the other hand, NGOs working to defense concepts or ideas considered beneficial to society as a whole.

This approach is shown in the next figure, though, believe the authors, in fact, only one NGO can handle more than one quadrant provided and may change at any time by passing objects of the actions for their own benefit, to actions aimed at community.

![Figure 1– Typology of NGOs](image-url)
The authors remind clarifies, in turn, the concepts presented in the figure above. First, they stated, is about who wants to benefit from the activities of NGOs? Non-profits have one class of shareholders, among which those who financially support the organization (sponsors), board members, directors, staff and beneficiaries of the activities organized by NGOs. Each of these categories can be divided, in turn, in numerous other private and public organizations and their structure can vary significantly. For example, the category sponsors can include private individuals, foundations, governments or institutions, staff may be composed of employees or volunteers and board members are executives in the organization or not.

NGOs have primarily themselves from the activities undertaken are, in most cases, associations designed to provide a benefit to their members, generally as a result of common interests. These organizations are distinguished by the fact that sponsors and / or employees of these organizations are themselves members of the group who will benefit from NGO activities. Examples relate to unions, business associations, Christian groups, the association "Alcoholics Anonymous" or amateur athletes clubs.

Other beneficiaries of NGOs are, by contrast, organizations that invested capital or employees are not themselves members of the group of beneficiaries, beneficiaries spectrum is so broad that, for good or service provided by NGOs will have a majority of society. In this category we include the following organizations: World Wildlife Fund (WWF), Greenpeace, Amensty International, WHO, the Open Society, Medecins Sans Frontieres, etc.

Second, examining the typology of NGOs in terms of type of service offered, it should be noted that in light of socio-economic trends and current policy, the typology of NGOs tends to acquire a new dimension. If analysts until recently shared these entities in business for services or activities supporting the general interests, soon we can talk about the emergence of new dilemmas, the involvement of NGOs in the private sector: should they be partners or source pressure of the private sector?

A detailed analysis of the two subcategories of NGOs, that the service-oriented and focused activities in support of general interest may be detailed as follows:

- **a service-oriented NGOs** are those organizations that manifests itself in the direction of delivery of services to their customers. In this situation, NGOs are "safety net" for some political issue or when global issues beyond the nation-state responsibilities. Examples of such NGOs are: the Red Cross, Doctors without Borders, World Wildlife Fund, etc.

- **b. NGOs support / support the general interests working to form an economic system, politics and society to promote a set of common interests or ideology. They are committed to support, serve, advise the experts to make decisions, to conduct research in areas of interest, to organize conferences, monitor and display the actions or inaction, to disseminate information to key constituencies, to define the agenda working to develop and promote codes of conduct.**

Although non-profit typology analysis was performed by an individual manner, to fully understand the role of NGOs in the socio-economic and political, must consider these non-state actors in terms of inter-relations between various governmental entities.

2.3 Central banks
Currently, any modern economy has a Central Bank. The U.S. has the Federal Reserve Bank, the UK - Bank of England, the EU recently established European Central Bank, and in Japan - Bank of Japan. The Central Banks are among the most powerful institutions in the world economy. Their decisions can generate economic growth or recession. When there are well managed, central bank policies can lead to economic performance, and when their policies are incompatible with economic realities central bank actions can lead the economy towards recession, deflation, hyperinflation associated with economic and social collapse.

George Cooper (2008) considers that, by attention to the influence of central banks, governors have more control over their own national economy and thus the world, than politicians. In any state Central Bank governors are not elected directly by the population, and once invested in this position, distances himself from political influence.

2.4 Other non-state actors in the world economy

Lavinia Florea (2007) considered as being in category other non-state actors, besides those we remember: international organizations, among which the International Monetary Fund, World Bank, World Trade Organization, regional organizations, MERCOSUR, NAFTA, ASEAN, etc. However, within international organizations it feels strongly influence of the U.S. government.

On the other hand, we can consider as part of the group of “non-state” actors and advisory organizations, having informal, such as: G8 and G20. These organizations discuss current economic and political problems and transfer the ideas from the forum in national legislative regulations. In the “non-state” actors category is framed the persons with a strong reputation and who, through their actions, can influence economic and social life in different parts of the world.

3. Evolution of “non-state” players in the world economy

Although the term "non-state actors" is of relatively recent date and is in terms of global economy at the beginning of XXI century, the starting point in tracing the evolutionary elements of this concept is considered by some authors, as during the Second World War (Strange, 1996). At the same time, bearing in mind the heterogeneity of the typology of “non-state” actors, is considered the end of the 19th century the starting point in the evolution of global players, referring to nongovernmental organizations.

In this work we focus on two major categories of non-state actors, that multinational companies and NGOs. From this point of view, the time of their occurrence, obviously is not the same.

3.1 Evolution of multinational companies

Since mid-twentieth century we can speak of multinational companies as major global players that influence in a high politics and international economy. Hirst and Thompson (2002) recall their precursors respectable Dutch and British East India, Muscovy Company, Royal African Company and Hudson Bay Company.

On the other hand, Susan Strange (1996) argues that the emergence of multinational companies made during the Second World War in the United States of America. Between 1941 and 1944, mentions the author, U.S. industrial production increased by 44%. This increase was due to defense industry; approximately 13 million unemployed were employed in American companies. Advantageous contracts for the defense industry have developed new administrative skills of directing and controlling the production company's headquarters located in several parts, often away from each other, as well as its own headquarters. Gradually developed appropriate methods of management decision-making process for companies spread out - means that, after the war, could be easily adapted to lead a series of foreign subsidiaries. (Melma, 1970, Strange, 1996).

U.S. companies have expanded into Canada, Europe and Latin America and have purchased local companies and made the transition from national production for national markets to international production for a world market. Their initiative was followed by hundreds of non-American enterprises, even state enterprises, convinced that this is the only way to survive in American competition. (Strange, 1996).

Extension of U.S. companies in the first half of last century was "stimulated" by the existence of "Sherman Act", approved in 1890. The antitrust law, the first in a long series, had great influence on the subsequent development of American international affairs. Joint action of the companies in order to limit
competition within the United States contrary to U.S. antitrust laws, while trade shares outside the United States were the only problem companies. (Strange, 1996).

**Between 1950 and 1960**, corporations have crossed over multinationals. Contemporary status of "corporation" began after the Cold War, namely the early '90s, as a tendency to form a global economy, independent of static pressure, based solely on private transnational flows and on predominant role of global actors (private banks, financial institutions, transnational companies).

**At the beginning of 21st century**, transnational companies are regarded as some of the biggest challenges for the current economic international order. According to experts, 90% of them are placed in strategic triad developed countries: USA, Japan, and European Union - and have specialized markets such as machine building industry, research and chemical industries and oil industry. Some authors such as Martin Carnoy believe that decisions affecting transnational companies in a large measure of national economies, intending to neglect compliance with trade policies of states.

### 3.2. The evolution of the Non-Government Organizations

First period of the non-governmental organizations is considered, according to Carrie Meyer during the first wave of globalization from the late nineteenth century and early twentieth century. Seary (1996) dates the first NGOs in the mid-nineteenth century. The first such international organizations belonged to religious and academic circles.

Charnovitz (1997) agrees with these data and states that the first international conference of non-governmental organizations was held in European and American international space. Many of these organizations focused on controversial trade issues of the time, such as slave trade and opium. Others focused on international issues of solidarity and peace, international law, environmental protection, etc.

Charnovitz recalls several events organized in the mid-nineteenth century, namely: *Anti Slavery International Conference* organized in London in 1840, *Congress for Peace*, held in Paris in 1849, *First international meeting of workers in 1864*. Seary (1996) mentions, in turn, the first *International Conference of Red Cross* held in 1863.

During the late nineteenth century, the beginning of the twentieth century is marked by an "explosion" of such international meetings on issues of global concern, such as international rail, sea, environmental protection, etc. Charnovitz wants to demonstrate in the article mentioned that the meetings of nongovernmental organizations were followed shortly, since that time, by the meetings of member of governments in the major European countries who have debated the same topics.

According to Seary (1996), simultaneous development of communications and other technologies has contributed decisively since that time, to amplify the activity of international nongovernmental organizations. Reforms in the 1840s in the postal system, together with the development of telephone and telegraph systems, facilitated communication between Europe's fastest.

Although they had a heterogeneous character, activities of NGOs in Europe, Canada and the United States have expanded into Asia, Latin America and the Middle East. Carrie Meyer mentions that in 1850 there were a total of 66 non-governmental organizations (foundations, religious and humanitarian groups, cultural associations or labor market) in Europe, Canada and the United States, and until 1910 their number reached 344.

Another important period in terms of global development of non-governmental organizations was the period before and immediately next to the late Cold War. "80-90 years of the last century, but immediately after the end of the Cold War led to the development of increasingly strong "global civil society". How is this important when talking about non-state actors in general and NGOs in particular?

In terms of activity extending beyond the borders of sovereign states, "global civil society" is a similar concept of "non-state actors" with the difference that civil society activities are carried out by non-state actors.

Higgott quotes Cox (1999), which tries to define the term civil society as a comprehensive and considered ways those individuals manifesting both individually, and in the community on political, economic, and social. Civil society, mentions Higgott, should be viewed from the double perspective: on one hand is composed of individuals or groups of individuals disadvantaged by the effects of globalization on the world economy, they protest and seek alternatives, and on the other hand, is most ambitious vision, the global civil society "within which these global social movements, together, constitute a basis for an alternative to a new world order. Higgott and his ideas come off the idea of growth impact of civil society, nongovernmental organizations default starting with the end of the Cold War, an event which has enabled the global expansion of civil society.
4. The role of “non-state” actors

Depending on various factors, namely: vocation, size, flexibility, methods of organization and action, a means of interaction with the state, etc., “non-state” actors play an important role in many areas, such as security and defense, international economic cooperation, trade, civil society, health and environment.

Despite marked heterogeneity, “non-state” actors present some common features, namely: they are more flexible than state, the size, scope of action and influence of certain “non-state” actors are similar to that of certain states, the organization of “non-state” actors is more in keeping with the global realities than the organization of states, etc.

Role of “non-state” players is closely connected with the role of "nation state". This relationship is complex and based on international agreements that clearly define objectives and common interests of both parties. The international agreements mentioned clearly that sovereignty is abandoned to the entities that transcends national interests.

The relationship between “non-state” actors and "nation states" seen since the ancient times, but today we are closer to the example of American foundations which have had an important role in the relationship between the state and "non-state” actors.

Since the early twentieth century, when Andrew Carnegie and John Rockefeller created the first modern foundations, they had a powerful impact on American politics and beyond. In some cases, the American context, the relationship between foundations and policy has always been very close, so, in 1969, the U.S. Congress issued a law which restricted political activities in the private foundations. These activities have been partially replaced by groups of researchers who disseminate information in the international environment, groups known as the "think tanks".

In one way or another, U.S. private foundations have played an important role in dissemination of the "American model". They were in a positive light, especially during the Cold War, or a light full of contradictions, as is the case now.

Understanding the limits of state action, some foundations have become more independent from the state, and now have their own international agenda. From this point of view should remember that the role of “non-state” players in developing a regulatory role in the global economy overrides the state's role in this direction.

Within “non-state” actors, the role of multinational companies in the globalized world is about their relationship with the internationalization of trade, stimulate and spread of technology and the role of corporations in the internationalization of production and service activities. Current economic studies open the way to research the relationship between companies and state - nation, or the role of company in the host state economy, or in the state of origin. Meanwhile, current economic realities guide us to examine the relationship between multinationals and economic crises from the double perspective: on the one hand, the economic crisis impact on corporations, but also examine the role of multinationals in their onset and amplification.

Non-profit organizations have become important actors in world politics, social, economic, but also in the business world. Nonprofit organizations such as Amnesty International, CARE, Greenpeace, Oxfam, Save the Children or World Wide Fund for Nature, leading campaigns to support causes that impact the socio-economic or humanitarian. Many of these groups offer their services in order to improve economic and social issues outstanding. Recent studies indicate a rate of 400% in terms of increasing non-governmental organizations internationally. The role of NGOs in society within macroeconomic crisis of 2007-2010 and the global climate change is very important. Never collaboration between the corporate sector and civil society has been more important since the XXI century began with a concerted international approach in the dissemination of "mutual value" of capitalism not only by companies, customers, suppliers, but also to communities and the environment environment.

5. Conclusions
In recent decades, the globalization of the economy, there were significant changes in terms of nation-state's role in the sizing process of economic, political and social global. Contemporary society is an open society and inter-connected, and in doing so, the technology and free trade have a predominant role. Markets inaccessible two decades ago are included in the current global phenomenon.

Gradually, the role of the state as an independent entity, with strong global economic and political influence has diminished in favor of other actors come on the world economic. Entities such as multinational companies, NGOs, central banks, conducted both independently and closely with each other inter-state collaboration.

Heterogeneity of the notion led us to experience difficulties in creating a uniform approach, homogeneous regrading the “non-state” actors. First, we conceptualized the “non-state” actors that have proved far stronger influence in the current political and economic sphere. We refer to multinational companies, who operate activities "over" the nation-state boundaries and interests. However, there is close cooperation between state and corporation, and on the other hand, we have NGOs, “non-state” actors who have political, social and, more recently, economic influence.

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