

## The Impact of Globalization on Beekeeping Enterprises

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**Abstract.** Globalization offers beekeeping enterprises many different ways to win in the global economy. The most important impact that globalization has upon beekeeping enterprises is related to the patters of production and exchange in the contemporary international economy. Through strategic alliances, beekeeping enterprises have the ability to access information available worldwide, use it and enhance their competitiveness. Possession of vast social networks through alliances is a strength that can help beekeeping enterprises gain information on profitable business opportunities and also financial resources.

**Key words:** globalization, beekeeping enterprises, international trade

**Introduction.** Globalization involves the diffusion of ideas, practices and technologies; it also involves internationalization and universalization, liberalization of markets, growth in international exchange and interdependence (Mucchielli, 2005). Globalization is the result of advances in communication, transportation and information technologies, the reduction of national barriers to trade and investment, increasing capital flows and the interdependency of financial markets (Postelnicu, 1998). Other elements of globalization are the growth of direct linkages amongst nominally separate societies, the development of foreign direct investments and the advent of global environmental challenges (Sachwald, 2003). The effects of globalization, generated by the combination of a free-trade system and the acceleration of technological diffusion are not confined to the economies of the advanced industrial countries, but influence the economy of all societies that pursue economic growth (Battiau, 2002).

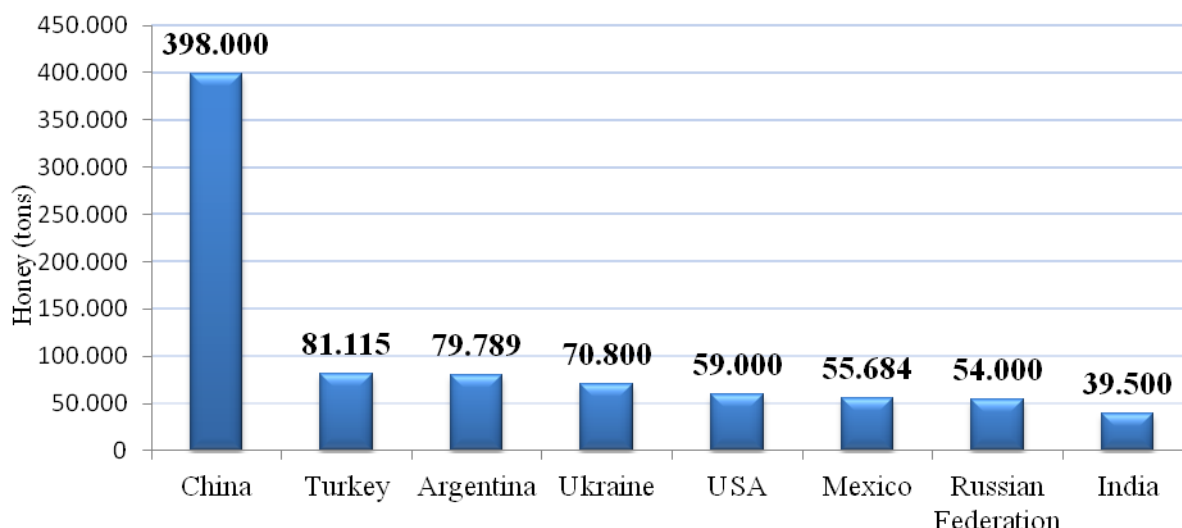
**Aims and objectives.** The present study aims to give an overview of globalization and its impact upon beekeeping enterprises. Globalization is a factor that influences production, distribution and the flow of capital and resources within beekeeping firms.

**Materials and methods.** In order to achieve the objectives of the present research, certain aspects of globalization that influence beekeeping enterprises, as presented in other scientific papers (Oliveira Vilela, 2000, Zimmerer, 2006), were taken into consideration. These aspects of globalization are found to be the broader access to a wide range of foreign products for consumers and companies, the achievement of a global common market based on freedom of exchange of goods and sustainable development.

**Results and Discussion.** For beekeeping enterprises, globalization opens up the national boundaries to international trade and global competition. Due to globalization, beekeeping enterprises can extend their market globally in different countries and regions. Beekeeping enterprises influence the evolution of social conditions by increasing employment in developing regions, by sharing of knowledge and technology. Moreover, beekeeping is considered a main activity that ensures sustainable development (Popa et al., 2012).

Globalization offers beekeeping enterprises many different ways to win in the global economy. The most important impact that globalization has upon beekeeping enterprises is

related to the patters of production and exchange in the contemporary international economy. Developments in the patterns of international trade are identified as a major source of growing international interdependence. The following figure presents the main honey producers in 2010.



Source: Own calculations based on data from FAOSTAT, 2012

Fig. 1. Main honey producers in 2010

Due to globalization, beekeeping enterprises are more and more exposed to the competitive pressures exerted by an increasingly open international trade system.

**Conclusion.** To meet the growing effects of globalization and to achieve sustainable development, beekeeping enterprises should create strategic alliances with beekeeping enterprises from other countries. Strategic alliances help beekeeping enterprises face the challenges related to technology and be able to access international markets. Advanced technology enables the exchange of information because it involves a more open collaboration between companies.

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