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International and European Organizations and Institutions, Components of the Marketing World-Wide Environment

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Abstract: *In sustaining the marketing decisions there must be known and respected a series of major agreements between countries and a series of regulations emanating from international organizations having an impact on businesses run on different foreign markets. Therefore, apart from the national environment, it is very important to know the supranational macro-environment (called world-wide environment). It consists of all the uncontrollable factors impacting Europe and globally, with which the firm enters into relationships with customers in international markets under the conditions of globalization.*
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Introduction

A good knowledge of international marketing environment is possible only through an analysis of its components, which can be structured as follows:

1) international organizational environment;
2) international trading environment;
3) international integration environment;
4) The international legal environment.

International organizational environment

Organizational environment internationally consists of an assembly of regional organizations and the world that ensures an institutional framework, international cooperation in various fields (economic, administrative, political, legal, scientific, cultural), based on mutual agreement Stakeholder States. They can be:

a) government, whose members are sovereign states (United Nations Organization and its specialized agencies);

b) non-formed economic organizations or individuals;

c) mixed, bringing together both countries and organizations or individuals that focuses on economic relations in a given area.

In the following we refer to the most representative international organizations involved in external marketing practices.

1. The United Nations Organization

This is the most comprehensive and best known of all international organizations. It was founded on 24th of October 1945 with a total of 51 countries which pledged to ensure world peace and collective security. Currently part of its 192 member states, the organization's headquarters is located in New York.

According to its Charter, the UN aims to achieve four main objectives:

• to maintain international peace and security;
• to develop friendly relations among nations;
• to cooperate in solving international problems and in promoting respect for human rights;
• to be a centre for harmonizing the actions of all states.

The main UN bodies are: the General Assembly, the Security Council, the Economic and Social Council, the Trusteeship Council, the International Court of Justice and the United Nations Secretariat. UN works with a number of autonomous organizations, such as UNESCO, IBRD, IMF and others.

1.1 The United Nations General Assembly

The United Nations General Assembly is one of the five principal organs of the UN that all states have equal representation. Composition, functions, powers, and voting procedures are set out in Chapter IV of the Charter of the United Nations.

Its prerogatives are [1]:

- appointment of permanent members of the Security Council;
- supervision of the United Nations budget execution;
- receiving reports from other United Nations organs and making recommendations in the form of resolutions of the General Assembly.

The bodies of the General Assembly are made up of committees (such as the Economic and Financial or the Administrative and Budgetary), commissions (such as the UN Commission on Legislation and International Trade), boards (six), councils and boards (five) groups work and others.

The General Assembly adopts internal decisions that affect the United Nations system and externally recommendations that are not binding on Member States. They are taken, usually by a simple majority vote of two thirds is required only if major problems (such as acceptance or exclusion of new members or permanent members of the Security Council). In recent years it has become customary that decisions be taken without a formal vote, by consensus.

1.2 The United Nations Economic and Social Council

The United Nations Economic and Social Council bring together a group of UN member states, members of the General Assembly, and it promotes cooperation and international economic and social development. It consists of members elected by the United Nations General Assembly for a term of three years, (along with the General Assembly) responsible for tasks in the following areas: economic, social, health, education, culture and related them. The Council is based on geographical representation (African States, Asian, Eastern European, Latin American and the Caribbean, Western Europe and other states). The Annual General Meeting appoints one third of the Board members for a term of three years. The most significant specialized bodies are in direct connection with UNO, the International Monetary Fund and the International Bank for Reconstruction and Development.

1.3 The International Monetary Fund

The Conference in Bretton Woods which restructured the monetary and financial international relations (held on July 22, 1944 with participation of 40 countries). The Conference made a series of rules and procedures to ensure global economic governance and agreements were signed. These agreements led to the establishment of the International Monetary Fund (IMF) and International Bank for Reconstruction and Development (IBRD), also known as the World Bank (Bretton Woods institutions called twins).

Based in Washington, D.C., International Monetary Fund is an international currency and financial cooperation (part of the system's specialized bodies UNO) aimed at:

- promote a healthy world economy and international monetary cooperation;
- providing temporary financial assistance to countries experiencing balance of payments imbalances and ensuring economic and financial stability;
- facilitation of international trade;
- overseeing the application of the international monetary system;
- granting credits to balance temporary deficits Balance of Payments;
- ensuring a high level of employment of labour;
- monitoring of actions and economic and financial policies of member countries as well as globally;
- lending to member countries with balance of payments imbalance etc.

IMF contributes by Member States through payment of allowances. Each state pay a quota in the Fund constituted as follows: 25% in one of the internationally accepted currencies (US dollar, euro, yen or pound sterling) or SDRs; 75% in local currency.

On top of its organizational structure is the Board of Governors, composed of central bank governors and finance ministers in each Member State. The executive management of the Fund's current activities is ensured by the Board.

Romania joined the IMF on December 15th, 1972.

1.4 The International Bank for Reconstruction and Development

The International Bank for Reconstruction and Development (IBRD) also known as the World Bank, it was created in March 1946 (based on the decision adopted at Bretton Woods Conference in 1944), with headquarters in Washington D.C. Initially it had as main objective the reconstruction of countries that have suffered from the war. After 1961 it was dedicated exclusively to lending and aid for developing countries (whose equity is insufficient to finance development). They turned into governments and public institutions in those countries on the basis of government guarantees, with the sources of funds on international financial markets.

IBRD finances two types of programs:

- programs for economic and social infrastructure projects aimed at modernization and development of various sectors (energy, transport, education, birth control, health, nutrition etc.), obliging the beneficiary country to attend a certain quota (between 10 to 30%);
- sector adjustment programs as support for the economic reform (macro programs promoted by the IMF).

Countries that borrow from the IBRD have more time to repay loans (between 15 and 20 years) than when they were borrowed from commercial banks benefiting from the grace period (3 -5 years).

Our country became a member of IBRD in 1972, analysis and advice are the main activities within the World Bank's contribution to development efforts to.

Unlike other specialized agencies of the UN, BIRD (like the IMF) is organized as a limited company (in which the number of votes of each member is proportional to its share of participation), reason has its own legal personality (with all the consequences arising from this: may at any time acquire and dispose of movable and immovable property, enter into contracts, etc.). Among its objectives we can mention:

- assists and supports Member States in developing the productive capital investment;
- promotes and implements private foreign investment by means of guarantees or participation in loans and other private sector investment, which IBRD can supplement based on own capital or of fundraising;
- supports long-term balanced growth of international trade and maintaining balance of payments by encouraging foreign investment in productive sectors in the Member States;
- develops a financial system and free trade based on predictable and non-discriminatory rules;
- imposes a responsible attitude towards the problems of debt etc.

The achievement of such objectives are based on a series of partnerships between multilateral institutions, private entrepreneurs, leaders, and leaders of governments, civil activists etc.

BIRD leadership (like the IMF) is provided by the Governing Council and the Executive Council. Supreme decision making body of the IBRD is the Board of Governors, consisting of one governor and one alternate for each member country (with terms of 5 years each). It may authorize the Executive Board to exercise certain powers (except those relating to: co-opting new members) and to set the conditions of their admission; equity change; suspension of membership; measures of cooperation with other international organizations; permanent suspension of operations of the Bank; BIRD asset distribution; Net income distribution etc.

The Board of Governors meets in ordinary sessions annually (or whenever the board decides or require member states holding a quarter of the votes).

IBRD is part of the World Bank Group, together with: the International Finance Corporation (IFC), the International Development Association – the Guarantee Agency Multilateral Investment - (Multilateral Investment Guarantee Agency) and the International Centre for Settlement of Investment dispute (International Centre for Settlement of Investments disputes).

The International Finance Corporation (IFC) is a component of the World Bank Group (founded in 1956) which supports the economic development of Member States through increased private sector and by mobilizing national and foreign capital. She achieved without requiring the granting of government guarantees, equity investments in private enterprises in the leading sectors of developing countries (with limited access to international capital markets) in the private market based on specific rules - sectors where, without these investments, it would be risky and unprofitable.

The IFC financing interest related to different values from country to country (or even from one project to another), and her maturity loans ranging from 3 to 13 years. The IFC funds come in 80% of public issues or private placements of bonds and the rest in loans from IBRD.

The International Development Association (IDA) is the most important body in the world in terms of providing technical assistance and cheap financial resources and investment in projects fundamental to economic development and human resources. Its aim is reducing poverty by promoting sustainable economic development in less developed areas of the world at providing recipient countries development loans, guarantees and technical assistance to reform their specific programs. IDA funds come from deposits Member States most developed (and some emerging countries).

The Multilateral Investment Guarantee Agency (MIGA) is an international organization whose fundamental objective to attract foreign investment in productive sectors of countries in the developing world, offering foreign investors guarantees against non-commercial risks (such as expropriation, non-convertibility of the national currency beneficiary states, wars, social unrest, etc.). Also, MIGA provides advice on investments - to encourage foreign investors.

2. The European Union

The European Union is the result of a process of cooperation and integration which began in 1951 with the participation of six European countries (Belgium, Germany, France, Luxembourg and the Netherlands). During its existence, it has gone through several waves of accessions, currently comprising 28 member states. Its origins are found in European Coal and Steel Community (ECSC) and the European Economic Community (EEC), including (in 1958) six states.

Under this name it there in 1993, following the Maastricht Treaty and the last constitutional amendment of its bases was achieved by the Lisbon Treaty, which entered into force on 1 December 2009. With a combined population of over 500 million inhabitants, representing 7.3% of world population, the European Union generates an aggregate GDP greater than any country in the world - representing about 20% of projected GDP worldwide.

The Union operates through a system of supranational independent institutions and intergovernmental, whose decisions shall be by negotiation between the Member States. The main EU institutions are: the European Commission, European Council, European Union, European Court of Justice and the European Central Bank.

The European Union has developed a single market within a unified system of law that applies to all Member States. Within the Schengen Area (which includes EU Member States and non-EU) customs controls were abolished.

Based on the certainty that in some areas there can be got much better results at European level than at national level, there was reached some common policies by all Member States. Based on accepting the surrender of part of Member States' sovereignty to European institutions, they operate mainly in trade, agriculture, fisheries and regional development. Their existence makes it unique European Union, backed by the principle of solidarity.

The Union's main ***objectives*** are:

- ensuring respect for human dignity, freedom, democracy, equality, the rule of law and for human and minority rights;
- promoting economic and social progress in all countries;
- affirmation of the European Union on the international stage multipath (humanitarian aid for non-members, a common foreign and security policy, involvement in solving international crises, common positions in international organizations) etc;
- the establishment of European citizenship (which does not replace but complement national citizenship, giving a series of fundamental civil and political rights of European citizens);
- developing an area of freedom, security and justice (linked to the internal market and the free movement of persons);
- respecting specific cultural and linguistic diversity of Member States etc.

According *to the Maastricht Treaty* (signed on 7th February 1992 and entered into force on 1st November 1993), the European Union were seated next three pillars:

- European Communities, providing the Union with the ability to coordinate common policies in areas such as the single market, competition, the single currency, transport, education and employment, culture, research, health, consumer protection, environmental protection, agriculture and so on;
- Common Security and Defence Policy, representing the common shares of the Member States of the European Union in this area;
- Police and judicial cooperation in criminal matters.

European Union leadership is achieved through the following institutions [2]:

- The European Parliament elected by the peoples of the Member States;
- Council of Europe, representing the governments of Member States;
- The European Commission, which is the executive the right to initiate legislation;
- Court of Justice, whose role is to ensure compatibility with Community law;
- Court of Auditors, which is responsible for controlling the use of Community funds.
- To support these institutions were created and other bodies, such as:
- Economic and Social Committee and the Committee of the Regions, which are advisory bodies, which assist consideration of the positions of different social categories and regions within the EU;
- European Investment Bank and European Central Bank, which are responsible for the common monetary policy in the euro area.

2.1 The European Parliament

The European Parliament is the representative body of the 500 million EU citizens, functioning as a single legislative institution elected by direct vote in each Member State every five years. Together with the EU Council and the European Commission, he exercised the legislative power of the EU. The allocation of seats in Parliament is based on proportional representation and diminishing the Member States. Thus, small states send their deputies more than they should if they consider strictly populations of those countries. The current configuration of the European Parliament was established by the Treaty of Nice, which contains provisions on the balance of power and decision-making within the EU, in the context of a structure with 28 Member States.

The Parliament has *three major powers*:

- *legislative power*, under which, together with the European Union Council adopts European legislation - he having (yet) right of legislative initiative (this right only assuming the European Commission);
- *budgetary power*, the Parliament together with Council bodies EU budget (in terms of budget revenues last word starring Council and Parliament on the expenditure heading being the acting);

- *democratic control power* over the European Commission, under which Parliament committees examine its competence and integrity of the Commissioners-designate, approving their appointment or removal (by granting or censorship).

To fully exercise their powers, MPs specialize in certain fields, in the committees of Parliament. Of these, those that are important in international marketing actions are:

- The Development Committee;
- The Committee on International Trade;
- Budgets;
- The Committee on Budgetary Control;
- The Committee on Economic and Monetary Affairs;
- The Committee on Industry, Research and Energy;
- The Committee on Internal Market and Consumer Protection;
- The Committee on Transport and Tourism;
- The Committee on Regional Development;
- The Committee on Agriculture and Rural Development;
- The Special Committee on the Financial, Economic and Social Crisis.

2.2 The European Council

The European Council is an institution of the European Union made up of leaders of state or government of EU member states, plus the President of the European Council (the EU High Representative for Foreign Affairs and Security Policy also attended meetings, without the right voting). Established initially (in 1974) as an informal body in 2009 became the European Council (the Lisbon Treaty) an official institution of the EU.

The Council is the strategic body that resolves the crises Union, acting as a collective presidency of the EU. Even though it has no formal legislative power it vested (under the Treaty of Lisbon) defining the general policy directions and priorities of the Union. [6] Assuming the role to resolve outstanding issues in the talks at a lower level, it acts as a collective head of state, formally ratifying a series of important documents involved in negotiating treaty change. [5]

The Council presently (by setting, by national leaders, political agenda of the European Union) is a true engine of European integration (even without formal powers in this respect). Integrating the executive power of the Member States, it has a great influence in determining the Union's foreign policy (referring Chairman of the Board, President of the European Commission, the High Representative of the Union for Foreign Affairs and Security Policy and European Central Bank President). The European Council therefore can be considered the highest authority of the Union.

The President of the European Council (elected for a term of two and a half) is not equivalent to a head of state, but only primus inter pares (first among equals), along with other European heads of state, responding to the European Parliament. It provides preparation and conduct of meetings of the Board and the executive has no power other than to represent the Union abroad sometimes.

Although almost all members of the European Council are members of a political party at national level, as well as members of a political party at European level, it is formed to represent the EU Member States and not political parties, the decisions being taken based on national interests.

The Union Council's powers are:

- negotiation and adoption of legislative acts (in most cases together with the European Parliament);
- coordination of economic and budgetary policies of the member states to strengthen economic governance in the EU, monitoring national budgetary policies, reinforcing the EU budget and resolving legal and practical aspects of the euro, financial markets and capital flows;
- adoption of the EU budget (with Parliament), the budget period is one calendar year;
- employment policy coordination work, formulating annual recommendations to Member States in this area;
- definition and implementation of common European security policy;

- execution empowering the Commission concerning the negotiation on behalf of the EU, agreements between the EU and outside, and international organizations. Once ratified by all EU Member States, the Council takes the final decision terminating them (with the consent of Parliament).

2.3 The European Commission

The European Commission is the executive body of the European Union, functioning as a government cabinet, made up of 28 commissioners (one from each state one), being responsible for drawing up legislative proposals implementing decisions defensively Union treaties and coordinate current activities of the Union. Its members are obliged to represent not the interests of the State to which they belong, but the common EU interest.

The President of the Commission proposed by the European Council and elected by the European Parliament. Council nominates the other 27 members of the Commission in agreement with the President nominated and later 28 members are subjected to block the investiture vote of the European Parliament.

According to art. 17 of the EU Treaty, the Commission shall:
- tracking to comply with Council decisions;
- respecting treaties and obligations;
- medium-term development strategies;
- designs of bills and legislative mediation process, protecting the interests of the EU and its citizens in matters that can not be effectively addressed at national level;
- representation of the EU on the international stage, speaking on behalf of all countries in the bloc in international forums (especially trade policy and humanitarian aid) and negotiating international agreements on behalf of the EU;
- designs EU budget for approval by Parliament and Council, establishing priorities for EU spending, together with Council and Parliament, and controlling costs (which are checked by the Court of Auditors) etc.

Having responsibilities in the areas of external relations where power is held by the European Council, the Commission's powers are more limited than those of the national executives of the majority.
The President of the Commission is the one who defines the general political direction of the Commission, under which the Commissioners established strategic goals and develop annual work program.

Decisions are taken based on the principle of collective responsibility, Commissioners being equally decision-makers (and responding to the same extent for decisions). Therefore, they do not hold individual decision-making powers (unless they receive special permission to do so). Usually, decisions are taken by consensus, sometimes only obeying and vote (in which case a simple majority is needed).

The Vice – president is serving in the name of the President, each in its field of competence. Commissioners support them in submitting proposals within the college. In addition to the institutions that have made references, the EU also includes a number of specialized bodies with responsibilities related to world-wide environment marketing, such as the European Central Bank, European Investment Bank, the Committee of the Regions and Economic and Social Committee.

2.4 The European Central Bank (The ECB)

This is an official institution of the EU, constituting the core of the European System of Central Banks (composed of the European Central Bank and other national central banks of EU member states), the Euro system (consisting of the Central Bank and national central banks of the countries that joined the Euro area) and the Single Supervisory Mechanism (in terms of banking supervision). [3] Its main purpose (and the Euro system, for that matter) is to maintain price stability and protect the euro. Its main role is to ensure the prudential supervision of credit institutions in EU Member States, thus contributing to the safety of banking and financial system, both within the EU and in each Member State.

The ECB has as main objectives [4]:

- keeping under control the money supply and inflation by setting interest rates on loans of commercial banks in the euro area;
- monitoring of price developments and assessing the associated risks;
- foreign exchange reserves management in the euro area and balancing exchange rates by buying and selling foreign currency;
- controlling how financial institutions and markets are supervised by national authorities;
- ensuring the safety of the European banking system;
- authorize operations printing banknotes in the euro area countries etc.

The ECB has three decision-making bodies:

- The Governing Council as the main decision-making body, which is composed of the Executive Committee and the Governors of central banks of the euro area?
- The Executive Committee (composed of President and Vice-President of the ECB and four other members appointed by leaders of the euro zone countries), which manages the ECB's current activities;
- The General Council (composed of President and Vice President of the ECB and central bank governors of all Member States), which has mainly an advisory and coordination role.

2.5 The European Investment Bank (EIB)

The EIB is a financial institution based in EU in Luxembourg, which was established in 1958 (Treaty of Rome), serving to finance (along with other banking institutions) a number of programs that serve common European interests thus contributing to the balanced development of the entire community space, namely economic, social and territorial cohesion of the EU. [4] Having legal personality and financial autonomy, it has the mission to finance long-term projects especially economically viable technical, environmental and financial guarantee - both within and outside the Union. Besides own resources, funds needed to cover loans come mostly from bonds placed on the capital markets. The EIB members are the EU Member States.
The bank borrows to capital markets and provides financing, on favourable terms to projects that support EU objectives. These funds do not come from the EU budget ever.

The EIB manages the following types of products:

- loans, representing approximately 90% of the financial bid;
- mixed financing, beneficiaries of EIB funds can combine with some additional investments;
- advice and technical assistance (to efficiently use available funds).

In the EIB, decisions are taken by the following organisms:

- The Governing Council (made up of finance ministers from all Member States), which develop general credit policy of the Bank;
- The Board of Directors (composed of members appointed by Member States, plus one appointed by the European Commission), which approves the borrowing and lending;
- The Steering Committee, which is the executive body of the Bank, with responsibilities relating to management of the activities.

As independent body it adopts its decision and cooperates with other EU institutions (especially with the European Parliament, the European Commission and the EU Council).

Conclusions

In the centre of the marketing world-wide environment there is the United Nations, which has the largest extension, it featuring a number of its own bodies, such as the General Assembly, the Security Council, the Economic and Social Council, the Trusteeship Council, the International Court of Justice and the United Nations Secretariat. Meanwhile, the UN is working with another series of autonomous organizations (UNESCO, IBRD, IMF and others).

For companies in Romania, the European Union is the international body with the greatest impact on business performance, both on domestic and foreign markets. Its most important institutions are: the

European Commission, the European Council, the European Union, the European Court of Justice and the European Central Bank.

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