

Commercial diplomacy importance and the role of peace promoter in the globalisation context

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The development of the commercial diplomacy invites the experts in international relations to find different ways to adapt this area on the international economic and diplomatic context.

The commercial diplomacy is one of the factors that maintain the peace in the actual globalised world. The aim of this paper is to present the character of commercial diplomacy in the XXI century and the impact of this domain worldwide.

Globalization of the late twenty-first century has enabled enrichment diplomatic activity, it evolved from bilateral diplomacy – classical to the multilateral diplomacy, economic and cultural or scientific. In the U.S. there along the Roosevelt presidency need to constitute an "economic constitutional order".(Cordeiller, 2000). This can be extended to other countries, expanding areas of activity of the global economic diplomacy, the "dollar diplomacy", (Milkiš 2005) specifying in particular the interwar period, the diplomacy of the euro and oil diplomacy.

Nicholas Bayne and Stephen Woolcock propose a definition of economic diplomacy for the period from the end of World War II and the Cold War, as economic diplomacy relations between states are represented by governments and officials.(Bayne, Woolcock, 2003) Currently, due to unprecedented advancement of globalization, economic diplomacy is coordinated by representatives of both ministries, governments and non-governmental representatives, the economic system covers a much wider range of conduct from the past.

Geoff Berridge and Alan James define economic diplomacy as "diplomatic work to support business and financial sectors of the mother country." (Berridge, James, 2005). This work is in favor of the economy exposed to the "openness" of globalization. (Acocella, 2005). Knowledge used in diplomacy appear in various forms, ranging from general knowledge, along similar educational training, special knowledge, assimilated during training refers to diplomatic and international relations, a different kind of knowledge is knowledge-based experience, knowledge of procedures such as diplomatic.

Analyzing the proposed definitions, we can admit that economic diplomacy is the way of representation on the world market, acting both on behalf of states and other international actors, who enter into collaboration or conflict with the states.

Generally speaking, commercial diplomacy can be defined as part of economic diplomacy, with the interest in trade issues. (Berridge 2005). This definition can be viewed in the context of macroeconomics, basic concern with the negotiation of trade and analyze how they are implemented in the short, medium and long term.

If we are to look at the microeconomic level, we believe that commercial diplomacy is "the work of a network of public and private actors, leading trade, using diplomatic channels and processes."(Lee, 2004).

Created by the very development of commercial practice, commercial diplomacy has taken shape a new world with the advancement of technology and the Internet. Another definition recognizes that trade diplomacy is diplomacy aimed at commercial aspects of diplomacy established to influence government policy and regulations affecting international trade and investment. (commercialdiplomacy.org, 2010).

We believe that commercial diplomacy is the activity of commercial representation of states or international companies pursuing the development of international trade and attracting investment.

Today can be considered that the commercial diplomacy is an important component of economic diplomacy, promoting foreign trade as the engine internationally.

We observe that current impact of multinationals on states bring a changing role in the world economy and trade development. We can ask what will be the result on the short, medium and long term. Answers may vary from country to country, according to several criteria. An important criterion is the development of that State it is the conditions in that state, evolution and adaptation.

Commercial diplomacy is the basis of preparation and implementation of business plans, focusing on cooperation between states and companies by creating and fostering trade relations between companies, their representatives and government officials. Practices commercial diplomacy seeks to improve trade policy-making coordination; regulatory agencies set policy and develop global markets.

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