

THE QUALITY OF GLOBALIZATION IN THE GLOBALIZATION OF QUALITY

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REZUMAT: Globalizarea producției în domeniul industrial va avea consecințe de modificare a piețelor de desfacere, structurii de producție, informatizarea piețelor, transfer de tehnologie și modificarea comportamentului de consum. Cercetările și practicile sunt analizate din punctul de vedere științific al autorului, care face câteva considerații proprii. Acestea constau, în principal, în abordarea sistematică cu ajutorul paradigmei și al practicilor de transfer tehnologic, care au drept scop menținerea succesului firmelor și acestea trebuie să găsească răspunsul profesional adecvat fiecărei provocări importante în viitor.

Cuvinte cheie: globalizare, calitate, tehnologie, transfer tehnologic, Standard

ABSTRACT: The globalization of production in the industrial field will have consequences for the modification of the markets, the structure of production, the computerization of the markets, the transfer of technology and the change of the consumption behavior. The researches and practices are analyzed from the scientific point of view of the author, who makes some own considerations. These consist mainly of the systematic approach with the help of the paradigm and of the practices of technological transfer, which aim to maintain the success of the companies and they must find the professional answer appropriate to each important challenge in the future.

Keywords: globalization, quality, technology, technology transfer, Standard

1. INTRODUCTION

Human society has generated during its evolution forms and means of assessing the quality or non-quality products, services, research, society, etc. The forms generated were closely related to the immediate needs of the beneficiaries, modelling the requirements, depending on the possibilities of generating goods and services of the organizations. The need to ensure markets for the opening of economic opportunities generated the rush to assimilate into production some technical concepts and solutions that made compromises through pseudostandardization.

„The quality of a product represents all properties of the product as a whole and the extent to which it satisfies the social requirements, as a result of the technical - economic and aesthetic performances, the degree of utility and the economic efficiency assured for a certain destination” (Rodica Harpa, university course, "Improving the quality management system"). In fact, the quality of goods is determined by adding the qualities of the product design, manufacture and product functionality.

Standard (according to ISO / IEC Guide: 1996) is a document established by consensus and approved by a recognized body. By content, it provides rules for common and repeated use, guidelines or features for activities or their results, in

order to obtain the optimal degree of order in a given context. From the project phase within the Technical Committee, the international standards are protected by copyright, belonging to international standardization bodies (ISO, IEC).

The exploitation of copyright is automatically transferred to national standardization bodies, members of ISO and IEC, for the elaboration of national standards.

International and national standardization organizations

i. **International Organization for Standardization (ISO)** is a non-governmental world federation with headquarters established in Switzerland (Geneva), since 1947. It was founded in 1945, in London, by the participation of 25 states that set up a new international organization focused on facilitating international coordination and unifying industrial standards, by publishing international standards.

ISO has multiple partnerships and partnerships worldwide. **World Standards Cooperation (WSC)** was formed in collaboration with the International Standardization Organization with the International Electrotechnical Commission (IEC) and the International Telecommunication Union (ITU).

Within the partnerships, the activity of ISO is organized separately with international partners, of which we mention: World Trade Organization

(WTO), United Nations (UN) and International Trade Center (ITC) respectively, with regional partners, of which we mention: European Committee for Standardization (CEN), Pan American Standards Commission (COPANT), Euro Asian Council for Standardization, Metrology and Certification (EASC), ASEAN Consultative Committee for Standards and Quality (ACCSQ) etc.

ii. The Romanian Standardization Association (ASRO) is the national standardization body; it is a private body, of public interest, specialized in the field of standardization.

ASRO is an active member of the European standardization organizations, the European Standardization Committee (CEN) and the European Standardization Committee for Electrotechnics (CENELEC) and an observer member of the European standardization organization *European Telecommunications Standardization Institute (ETSI)*. *At the same time, ASRO is an active member in the International Electrotechnical Commission (CEI) and the International Standardization Organization (ISO).*

2. DEFORMATION OF THE SPIRAL OF QUALITY

A known and assimilated spiral, in the explanation of the evolution of quality, is represented in fig. 1.

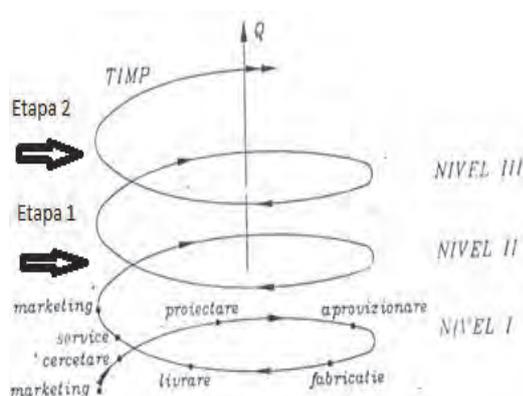


Fig. 1. The quality spiral.

Technology transfer to locations Non EU provides financial benefits by relocating the production to these locations, but it has generated possibilities of assimilating and rethinking the quality spiral only from the point of view of the immediate gain.

Economically thought out, the solution is good but it generates serious dysfunctions to the organizations that promote it. In this way, in the beneficiary markets of the technology transfer, it offers the possibility of producing the products and

goods made by the mother companies, without ensuring the steps of the quality spiral.

The distortion of the quality spiral occurs through the introduction of "intermediate" stages in the normal evolution.

In this sense, Stage1 and Stage2 are distortions generated by the transfer of technology to emerging markets, which assimilate by copying products and goods that go along this spiral.

The phenomenon is beneficial in companies that meet the same market requirements, but in the case of different standards and marketing policies or divergent social ends, the research-project-control arc becomes both distorted and lacking the proper attention and funding.

The distortion aspect is affected by the quality, by accelerating the production process and the impossibility of the companies to invest in refurbishment, research and design.

The solution to lifting some customs barriers, while imposing restrictions on the export of technology, are short-term solutions that can affect the free movement of goods and services in the EU and the non EU area. Restrictive policies must be rethought at the level of the EU member states, both as a basis and as a way of implementation. The solution must aim to limit the possibilities of selling low-tech products with non-EU origin and to encourage the development of products that use innovative technologies that do not allow copying / multiplication under conditions of acceptable quality. Recent events have highlighted the fact that countries are increasingly faced with the dilemma of having economic growth or reducing debt. To make substantial savings and to generate sustainable growth remains a substantial challenge.

In fact, experience shows that reducing costs is achieved faster than reforms that encourage growth.

This problem needs to be solved by both developed and emerging countries. Reports and studies of the United Nations (2008, 2010, 2012), of some national structures (US National Intelligence Council, 2008) and opinions of authors such as Kjaer (2010), Grzegosz (2012) and Pacek (2012) support the idea that the crisis accelerated the changes in the economic power of the countries.

While the economies of the European states and the US have experienced significant declines in growth and are still suffering from the consequences of stabilization measures taken previously, in China and India, for example, the effects of the crisis have been relatively harmless. In the future, emerging markets will become as large as markets in developed countries. Emerging countries already purchase half of the world's exports and crude oil sold worldwide and has accumulated over 70% of global foreign exchange reserves. Over the past

fifteen years, the growth rates of emerging countries have been higher than those of developed countries with a ratio of 3 to 1. This margin may gradually increase over the next ten years (Pacek, 2012, p. 12). Emerging countries will also continue to become richer. By 2025, the largest economies will be those of the US, China, India, Japan, Germany and the UK, and in 2040-2050, the BRIC countries (Brazil, Russia, India and China) together will equal the G-7 countries' share from world GDP (Grzegosz, 2012, p. 7). By 2050, the BRIC and US countries will have the strongest economies.

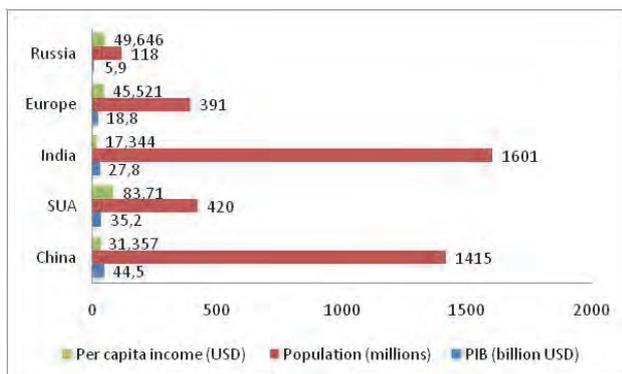


Fig. 2. Gross domestic product and per capita income of important regions of the world in 2050 (Grzegosz, 2012).

The world's population will grow from seven billion people today, to well over nine billion, by 2050, Fig.1. While in developed countries the population will remain virtually the same, the number of people in the poorest countries will increase by over 40% , from 5.9 billion at present to 7.9 billion. This evolution gives rise to challenges related to the dynamics of the environment, food resources, migration and innovation (Grzegosz, 2012, pp. 8-10). The growth of the global population will be accompanied by mass urbanization, these trends being supported by authors such as Muhtar (2012), organizations such as the World Bank, the United Nations (2010, 2011), the World Economic Forum (2012) or the US National Intelligence Council (2008).

In 2010, there were 3.5 billion urban shelter people or 50.5% of the global population. If current trends continue, about 57% of the population in 2025, and about 70% in 2050, will live in urban areas. In the next forty years, it is expected that the entire population growth of the world will be recorded in urban areas, and the most accentuated increase of urbanization will occur in developing countries, where the urban population is expected to double. Another demographic trend is the aging of the population. People over the age of 60 will surpass the youngest of 15, in 2047. In many developed countries, the fastest growth rate of those

over the age of sixty, compared to that of growth active population, will be registered in the first two decades. Japan will remain in the top, but in some developed countries fertility will continue to be below 1.5 children per woman, below the replacement level of 2.1 children per woman.

Europe is likely to lose over 60 million people by 2050. China and Europe are experiencing rapid population aging, while India will remain disproportionately young, as nearly half of its population is under 25 years old.

In the coming years, India will have a young workforce, so it will have many future clients with growing disposable incomes (Deloitte. Consumer 2020: Reading the signs, 2012, p. 20). This trend will create new opportunities for certain sectors, as more and more mature consumers have higher disposable incomes. The aging trend of the population, even in countries such as Pakistan and Mexico, will hinder, over twenty years, the efforts of companies to find, stimulate and motivate talent. In the next few decades, the middle class will become more consistent. The percentage of people considered to be included in the "global middle class" is projected to exceed 7.5% of the population.

The labour force, in different sectors of activity, will become inaccessible including the textile industry. This sector has a major impact on the lucrative field in countries with an emerging economy that will generate, in the next period, a migration of production capacities to other countries.

In this way, the industrial paradox regarding the lack of labor force is generated in an expanding market, which will offer increasing wage rights to support the activity.

The market economy will regulate the prices of the finished products, in the sense of discouraging the development of these sectors and the computerization - robotization of the production units.

3. FUTURE CHANGES OF THE TECHNOLOGICAL ENVIRONMENT

Technology will play a particular role in the evolution of the production of goods and services. The new technologies will support the production units and the marketing will play a major role in selecting the technological solutions and their recipients.

In the future, success will depend on continuous innovation. In this respect, permanent digitization that complements globalization with advanced infrastructure is the most significant trend.

Digital technology has changed everything, and organizations and people have possibilities that they have never had before (Grzegosz, 2012, Mengerink, 2012).

The explosive development of communication technologies is based on the Internet, which has democratized business (Czinkota, Ronkainen, 2007, p. 607). These technologies help both consumers and traders solve important problems in their relationships. Under these conditions, starting a business becomes much easier, the ability of the company to reach a worldwide economic and marketing audience becomes much better, and the volume of information available worldwide increases substantially.

High technology becomes one of the determining factors that will determine the future trends of industrial production. Also, new technology solutions must also contain technology that facilitates easier use and smart technology. In general, the technology should be reconsidered so that it will provide benefits when it's necessary.

All new technologies bring significant economic benefits. The rapid decline in costs and the new value chain mean that Internet-based technologies, For example, can be used to make huge productivity gains. The same category of advantages bring industrial software and control technology, which already allow companies to operate with minimal physical effort (Grzegosz, 2012, p. 15). The potential value of the technology and its use continue to play an active role in the favorable evolution of marketing. The changing nature of technology and the pace of innovation will shape the characteristics of the marketing strategy.

4. DISTORTION OF TRADE FREEDOM - LIMITATIONS AND CONSTRAINTS

One of the significant trends is to increase the role of governments from a legal and political point of view. They will continue to prefer the achievement of internal political objectives, but also to intervene in domestic and international marketing. Governments will allow free market orientation, if this contributes to meeting the needs of domestic policy. Such behavior will cause governments to try to coordinate policies that influence the marketing environment, but they will find it more difficult to reach consensus on this topic (Czinkota, Ronkainen, 2004, p. 609). Marketing will also be aided only if national policy makers understand their international repercussions. The financial and economic crisis has already contributed to increasing the role of governments in many countries, which have shifted to closer supervision and more regulation (Avi, 2012). The attempts of all the Member States of the European Union to consolidate their economies and the euro are examples of such tendencies that will be maintained. The increased collaboration between

governments and firms is likely to become part of the political behaviour of governments, due to the inability of firms to solve the problems that arise, including global warming, pollution and sustainability. The question that arises is whether nations and citizens will be willing to give up some of their sovereignty, even if times are difficult. This topic will remain on the agenda of national governments and international bodies such as the EU and the OMC and in the future and will continue to be the subject of negotiations that will either contribute to greater trade liberalization or more protectionism. The future evolution of the global population, which has more growth tendencies in the emerging and developing countries, and the increase of the middle class in these markets will result in the emergence of more customers. New consumer segments will become more important parts of global demand and they will be made up of younger consumers. In the future, the consumer behavior will depend on the trends that will allow them to "sit in the driver's seat" (Muhtar, 2012, Deloitte. Consumer 2020: Reading the signs, 2012, Kjaer, 2012, Rettekye, Hetesi, 2010). The Internet and new technologies, found in mobile devices, are revolutionizing the sectors that focus on consumers and businesses. However, the use of the Internet is the real revolution in terms of individual contact and connection in new ways and without development limits. Technologies related to social media such as Facebook, Twitter or the blog provide consumers with a massive platform to interact and socialize. Mobile communication will continue to facilitate both increased access for consumers to information about companies, brands, products, prices, as well as product availability and to raise awareness of issues, product or company withdrawals and scandals. Trust will continue to be an important variable in the purchase decision. Due to the increased volume of information held as a result of higher education and better Internet connection, more and more customers will search for goods, services and companies. These clients ask companies to ensure transparency regarding the quality of goods and services, prices, policies and procedures for business and marketing. The fidelity of younger consumers, which can be lost much more easily in the short term and influenced by the networks of friends more than the firms campaigns, is another characteristic of the consumer behaviour, in the years to come. Firms will increasingly depend on this segment of youth. Therefore, they risk losing the loyalty of these segments and the value of the brand overnight, if they make wrong steps. The previous trend is complemented by the demand of more and more clients to play an active role in creating new goods and services, especially in the case of companies to

which they are loyal. At the same time, consumers will have claims that companies must change from transmitting customer information and sales obedience to services and collaboration.

5. MARKETS WITH A NEW CONFIGURATION, MODELING THE PRODUCT OFFER

A larger global market offers more and better opportunities. It will be realized as a result of the action of at least three main factors, namely population growth, geographical expansion and greater value. The most important trend seems to be the east and south extension, as suggested by Avi (2012), Pacek (2012) and Global Trends 2025, (2008). Besides China, in the east, and India in the southwest, it is worth mentioning the group of countries made up of Germany, Poland and Russia. The southern axis of opportunities is complemented by Latin America and Brazil, in particular. Other areas of interest can be considered the Middle East and Africa. Sales will increase substantially, in emerging markets, as a result of higher economic performance, but also difficulties in achieving growth, in developed countries and better opportunities to obtain it in certain emerging countries (Pacek, 2012). Competition in world markets will become fiercer than ever. The systematic approach and focus on emerging markets, which traditional multinational companies from developed countries will resort to, are among the factors that will contribute to shaping competition. Another factor that will govern competition is the growing number of companies with regional and global ambitions. These companies should not be underestimated, because history is full of the skeletons of US and European companies that in the past have underestimated Japanese, Taiwanese and South Korean competition.. The success of these new competitors is possible, if they maintain their competitive advantages, which include the relationship between quality and better price, lower margins and higher speed. Maintaining these advantages means that multinational and global firms will face pressures on their sales, margins and market share at an unprecedented level (Pacek, 2012, p. 3). In order to overcome the competitive challenges, companies must continue the innovation process. They must be able to maintain their competitive advantages if they want to increase their sales and profits more quickly. The study by the consulting firm Deloitte, titled "Consumer 2020: Reading the signs" (2012, p. 4), emphasizes, once again, the growing trend of the global middle class, which will reach almost two billion new consumers,

in the next decades. This population, with a greater purchasing power, will contribute to increasing global consumption and will accelerate the depletion of resources. That is why, without sustainable consumption, the expectations and aspirations of consumers around the world will be able to be met with increasing difficulty. These developments will be accentuated by the action of various factors, including the cost of resources, the feeling of citizenship, habits and lack of options. For these and many other reasons, the innovative effort must be sustainable. In turn, the innovative effort is the result of numerous pressures from competitors, the growth potential and the development of goods and services for several segments (Pacek, 2012, p. 3). The main focus, the corporate and marketing strategies are mainly focused on sustainability. Achieving and maintaining sustainability becomes a difficult task, as the demand for food, consumer goods and energy will increase by 40-50% and that for fresh water by 30-40% (Muhtar, 2012, Sustainable Consumption, 2012). The capacity of adaptation of all emerging countries, for developing, will have to increase in order to find solutions relevant to the requirements of sustainability. In this way, sustainability is simply becoming a smart business.

The adaptation and permanent and progressive innovations of marketing and business will be placed at the centre of the solutions to be adopted, as a result of the impact of the evolutions and trends of the environment. One of the characteristic trends is the shortening of the product life cycle (CVP). The shorter life cycle suggests that the products of the "cow's milk" category, which last longer, become the domain of the past and that the introduction of the products on the world market will be much faster. An example of this is Horn (2012), which suggests that 50% of the annual revenues of companies in several sectors come from new products launched on the market in the last three years.

Moreover, the launch of products will become much more complex, expensive and risky. Firms that will not quickly introduce a product to the market risk launching goods that are already replaced by competitors' products. As a result, the pace of innovation becomes much more alert and a rapid innovation is a crucial condition for the success of business models. Another problem is the need for a balance between product standardization and adaptation. However, the standardization of the product will not increase even if elements of a global nature are included in the product planning in advance.

The growing number of middle-class customers in emerging markets will probably be accompanied by pressures in favor of mass adaptation.

Increasingly, customers will no longer be satisfied with just owning the product. They expect products to be designed and made in accordance with their expectations and requirements, to feel that they are buying more utility and satisfaction. As a result, market diversification will become a real challenge for companies, which must compete in several segments of the market at the same time. The diversification of the markets can be achieved mainly due to the enrichment of the offer, which means the diversification of the product portfolio. Another element of the successful strategy remains the brand.

The brand will facilitate the communication and will confirm to the customer that the product fulfils all the promises it makes. In the coming years, brands will contribute to provide to the customers a wide variety of options and will also be placed in a much more central position in people's lives. In 2012, the first ten places were occupied only by the organizational brands of some original corporations from the USA, as it's shown in Table 2. If they want to achieve more consistent success, more and more companies from the emerging countries must work to increase the value of their organizational and product brands

In the future, the strongest tendency to shorten the life cycle of the product, the permanent innovation, the better image of the brand and the increased efficiency in the value chain will be met only at the successful companies. Integrating the

concept of sustainability into the business strategy makes possible the emergence of new sources of support for marketing. Dressing the problems from the point of view of sustainability is one of the types "from birth to birth", which envisages a wide range of activities and makes the cooperation become mandatory, from the supply and until obtaining a new product, as a result of the recycling of the old. Ensuring a sustainable CVP has numerous and powerful favourable effects. While the traditional CVP approach has the rapid revenue, easy use and control as objectives, its sustainable approach encompasses all the links of the value chain and measures the total impact of the company's activity on the environment (Kearney, 2010). In turn, there are many problems with the insufficient natural resources and government regulations regarding the responsibility of the producer to protect the environment. Consumer expectations are rising, while their tastes and preferences are changing at an astonishing rate. Many of these developments are the result of technological changes. For example, over two billion mobile phone users made at least one purchase, in 2013 (2012). Communication becomes more a dialogue in both directions and its main feature becomes interactivity. Interactive marketing communication is less influenced by the geographical position of the company or market. In turn, customers control what they select, choose what they want to see or hear and when they want to do these things.

Table 2. Overall top value of the first ten organizational brands

Place/2012	Brand	Sector	Country	Brand value (billion euro)	Percentage change (2012/2011)
1. Apple	Apple	IT&T	USA	100,24	43,9
2. The Coca-Cola Company	Coca-Cola	Consumer Goods	USA	59,98	8,9
3. Microsoft	Microsoft	IT&T	USA	53,97	5,1
4. IBM	IBM	IT&T	USA	52,64	13,8
5. Google	Google	IT&T	USA	50,60	15.0
6. PM	Philip Morris	Consumer Goods	USA	48,31	12,4
7. P&G	Procter&Gamble	Consumer Goods	USA	47,13	6,6
8. McDonald's	McDonald's	Consumer Goods	USA	45.85	2.0
9. Johnson&Johnson	Johnson&Johnson	Consumer Goods	USA	45.67	5.5
10. AT&T	AT&T	Telecom	USA	44.49	-0.1

Interactive marketing communication is one with the role of attracting customers to the company's brands, goods and services. Consumers are also attracted by the possibility that they have to select the message communicated in a proactive way, by researching the web sites. The new media facilitates

dialogue, which means that the software on the web server that hosts its content mediates communication and provides opportunities for interactive communication with customers. The web site, interactive digital TV or mobile phone allow the traders to talk in the short and long term with the

customers. This interactive dialogue can contribute to the improvement of the services provided to the clients, to the deepening of the relationships and the trust and, thus, to the creation of their fidelity. Moreover, interactive communication facilitates the transition from "one-with-many" which is a push-type communication to a "one-with-a-few" that focuses on niches, to one-to-one and even to "many-with-many" communication. New media "one-to-some" can help the company to create and to direct messages to different segments, offering new content and tailored to different audiences of sites or e-mails. A company can even switch to one-to-one communication, if personalized messages can be sent in accordance with customer preferences. The new active environments also allow "many-to-many" communication, when clients can interact with other clients, on the sites of independent firms or communities, or in the form of focus groups. These new variants of interactive communication allow the change from the "backwards" orientation to the "forward" orientation. New digital environments are intense environments, which means they are forward-facing (outward) environments in which the web site or other platforms such as Facebook or Twitter capture the full attention of the visitor. Intensity refers to the clients' desire to have control and to experience abundance and sensitivity to their needs. Digital media must be combined and integrated with traditional media, depending on the strengths of each, to achieve synergistic effects. The integration of the media is the obvious result of the user generated content, when the customers recombine elements related to the company or the content of the brand in their creations and respond to challenges to make advertising clips for the company, which will be broadcast on TV. One of the effects of digital evolution is that it allows the diversification of devices for interactive communication. This diversification involves completing the existing range of laptops and mobile phones with smartphones, tablets and other devices, which contributes to easier, faster and more interactive marketing communication. For example, advertising becomes more interactive, regardless of the media. Advertising clips broadcast on interactive television will allow customers to select more information to set what they hold, get free samples or purchase directly, and brands will need to create new qualities to target customers in this way. Advertisers will likely tend to run well-functioning integrated campaigns if various devices are used (Elkington, 2012, in Future Trends Volume 1: The living room for 2015, 2012). Consumers and products, brands and companies can derive benefits if they participate in interactive communication. Sharing information can increase the value of products, brands or

companies for customers, but it can also provide customer information to brands, products or companies.

Digital media gives customers opportunities to interact in marketing communication, using user-generated content, which can take different forms, such as commenting on texts or multimedia content, hosted by platforms such as video sites, blogs or forums. Furthermore, digital media allows the distribution of customized communication costs that can be customized to target individual customers, including using databases. Key factors in the success of marketers can be the use of the right ways to interact online with customers, the correct management of interactions and the optimal use of digital data about consumers. In addition, business success can be achieved as a result of improved transparency or interaction with customers based on content created through more collaboration with them.

6. CONCLUSIONS

Distribution is known as the most stable component of product recovery, where changes occur slowly. In the future, the revolutionary transformation of distribution will be determined by new technologies, strong pressures on distribution costs and prices, fierce competition and customer demands for new and better services. The innovative systematic approach could result in better coordination of distribution activities with other links in the value chain.

The system of organizations, individuals, technologies, activities, information and resources involved in the movement of a good or service from tenderer to consumer includes distribution as its subsystem.

This system has the demand chain and supply chain subsystems. The supply chain has components that ensure the management of sales and distribution of goods and services to the end user. These components together form the distribution network. Improving and increasing the efficiency of the distribution network will depend, first and foremost, on the flows of information inside and outside it. New technologies can support not only improving information flows, but also shortening distribution channels or reducing costs (Czinkota, Ronkainen, 2004). The virtual supply chain allows new uses of the information that helps to better visibility of the physical distribution and the better coordination of the distribution activities that represent a reflection of the firm's capacity, when the virtual activities replace the physical ones. In this way, they are created in parallel, a supply chain and a virtual supply chain. Moreover, a new customer relationship is emerging, as the company

can use the information flow from the virtual chain to provide value to customers, using new ways. New mobile devices allow greater mobility of consumers. Marketers, especially retailers, must be able to find solutions to facilitate customer access to information about points of sale, available products and product prices, etc.

This contributes to shorter distribution channels, following the elimination of intermediaries. Direct e-commerce sales will increase if they manage to eliminate traditional physical distribution. All fast-moving innovations allow the various devices to use product barcodes to access information about them and for many other purposes. Among the side effects of these changes will include probably the shift to electronic commerce (e-commerce) in mobile commerce (m-commerce). The future evolution of mobile commerce and online commerce depends on the development of the firm's abilities in a much more diversified technical environment, while maintaining the same mobility framework. Mobile commerce can bring a number of benefits to consumers, including increasing supply, eliminating counterfeit products, etc.

Price competition will remain fierce in the future. Traders who introduce a new product to the market will no longer be able to justify high prices for a long time, because the faster dissemination of technologies offers other sources of price differences, besides the quality of the products. Thus price differentiation can also be achieved using the dynamics of currency exchange rates, the use of small price differences per unit of product, and even the use of forward prices for new product technologies (Czinkota, Ronkainen, 2004). Better interaction between producers and buyers in terms of prices as a result of the use of technologies that impact on sales, will provide new insights for proper establishment and use price mechanism.

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