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Globalization, An Approach To The Competitive Development Of The Post-Crisis Border: Colombia-Venezuela

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Summary

The context of a globalized world brings with it vertiginous and trending changes throughout the planet, influencing the social, economic and territorial political spheres of all nations, thus modifying the development processes and interrelationships of established systems and creating uncertainty, changes and imbalances is the case of the Colombo-Venezuelan border zone, the situation described above requires a broader vision and taking measures in advance of the transitory conditions of the global future, for this reason the objective of this research outlined in this article was to point out the probable changes and with greater impact in the different areas that must be considered in the design of regional development policies, plans and programs, for their future projection character. In the methodological development, incidental variables and the possible public management alternatives that can be considered for the design of plans and programs for the development and competitiveness of Norte de Santander are described.

He border region has gone through two stages, the first from 1860 to 1914, then a period of disintegration of the flows of capital, trade and workers from Colombia to Venezuela, and finally

from 1950 to today accompanied by the changes to socialism in Venezuela. , pandemics and most recently the arrival of socialism in Colombia through President Petro.

Keywords: regional development, globalization, regional competitiveness instruments, competitive advantages, border, closure, crisis, covid.

Introduction

Global changes are variables of rapid transformation corresponding to different areas and fields such as innovation systems, the environment, demographic changes, new learning models, regional development programs, economic competitiveness systems, new technologies, cooperation models regional, national and international, among others, which little by little are shaping the realities in the social, economic, political and ethical sphere of the individual and of the nation-states. Due to the incursion of the process of globalization without precedent and without return, nations and territorial regions as well as companies are prone to be affected by the near or distant environment in a positive or negative way, for which it is necessary to take measures that contain threats and maximize opportunities for growth and development, allowing governments to guarantee their compatriots conditions of well-being, stability and better quality of life, as specified in the very object of the State.

Methods

This article makes a bibliographic review of documents concerning the topic of globalization covering the incidence in politics, economy, society, ethics, education and environment, which can be adjusted to the regional context of the department of Norte de Santander, Colombia. Recognized reviews published by institutions linked to research and for their updated, timely, truthful, practical and functional content on the subject were considered. The information was extracted from repositories such as Dialnet, Redalyc, Scielo, and reports from ECLAC and the National Planning Department (DNP).

knowledge development

Historically, Colombia as a nation is identified as a third world country, with an incipient economy of agricultural exploitation, highlighted in the mining production of commodity goods without further transformation, and on a smaller scale energy production, services and tourism, these are the locomotives that up to now have moved the country's trade balance and move the economy. Although for the 1990s, the government stated that it would launch a restructuring and reconversion program for the productive base, based on studies carried out for five subsectors considered representative: automotive, leather and footwear, textiles, iron and steel, and food. (Guzman, 1992). Norte de Santander is not an isolated case in the economic development of the nation, it has been characterized as an eminently agrarian, commercial and mining department, there was very little industry that found in the department the favorable environment to be born and grow.

In the present, history has not taken a very different course, over the years mining intensified and oil production stagnated in the department, the capital city, which is the epicenter of a large part of the

regional economy, continued to manage an economy marked primarily due to the characteristic and propitious trade of the border areas, and to a lesser extent in service and export activities, finally the agrarian component of a territory provided with natural wealth continues to be there, although its exploitation is reduced by two factors: for a side the armed conflict and the problems of insecurity in rural areas.

On the other hand, and no less importantly, the global development movement, through which all the world's metropolises went through, in a context of industrialized and modern cities, the rural labor force moved to the cities in search of a better quality of life. , and the region did not suffer a different case, much of the working population in rural areas, moved to the capital city of the department. On a smaller scale, other smaller municipalities were growing that concentrated more possibilities of urban development compared to the villages and the countryside itself, and of course the free mobility in the national territory and facilities to emigrate to the neighboring country of Venezuela gave rise to the dispersion of another percentage of the population.

As stated by LUNA (2020), "the decrease in the agricultural active population has experienced a search for opportunities in sectors other than agriculture and motivated in part by the decrease in the volume of agricultural employment and the characteristics of the work"

The world continues to change, and the country is no longer alien to an economic policy of markets and global openness, so its regions are also exposed to the demands of a market with unlimited borders, with a high degree of commercial development, of industrial, innovative, service and technology knowledge. Requeijo (2013), states: "the economic model followed by most countries, with some exceptions, was based on open markets, inserted in a globalized world, and on the freedom of capital movements" (p.288).

The departments Most of the departments and regions of Colombia are not prepared for competition on such a scale, basically due to multiple weaknesses in all areas, whether economic, social or political, but this does not change the fact that the country has adopted a policy of commercial opening that came with the constitutional reform of 1991. Ocampo (2001) states that:

In fact, the 1990s should be seen in Colombia as an attempt to change course, combining efforts to bring our economy into line with the globalization process, with actions aimed at extending social services to broader groups and deepening our democracy. . (p.2)

In addition to this, the last two presidential terms (2010-2014, 2014-2016) preceded by the economist Juan Manuel Santos, intensified the nation's focus on economic and global openness. Today we are talking about a peaceful, equitable and educated Colombia, with the best practices and international standards, and with the vision of long-term planning provided for by the sustainable development goals (National Development Plan – All for a new country) . Integration with the generalized system of globalization that the world is carrying is necessary, if the objective is to improve and increase the quality of life of citizens focused on the welfare state; that State that, as Vázquez and Reier (2013) would say, is "(...) a set of public institutions that provide social policies aimed at improving living conditions and promoting equal opportunities for citizens" (p.920). .

But it requires levels of internal development that allow it to be competitive with first world economies, with high degrees of industrialization and development in all its areas, with this it is not

intended to reject or delay the ongoing process, but rather to focus attention and efforts in the development requirement that the regions and the internal economy need and demand.

Since the country manages a centralized administration in many areas, it is necessary to give greater power of action to the governments so that they design, develop and create competitive economic models with the challenge of internationalization that was assumed.

Restructured public policies and regional development

At the global level, the changes towards a market economy demand the adaptation of nations to a new international order and national economies must focus on their strengths to become more competitive. Porter cited by Díaz (2010), defines "competitiveness as the ability to sustain and increase participation in international markets, with a parallel rise in the population's standard of living" (p.96). An example of this is the Basque Country, which transforms its internal productive structure based on its own strengths, and becomes a successful case of strategic management (Aranguren, Magro & Valdaliso, 2012).

In a context of global economic crisis, the situation calls for creative policies on the part of governments. Although economic policies do not eradicate business cycles, applied properly and well designed, they can help reduce the most harmful effects (Rivas, 2013).

Additionally, it is necessary to manage public-private associative alliances and the development of strong private sectors that sustain national production. On the subject, many scholars worldwide have evaluated the success stories of some regions and countries that are more competitive than others, and different world organizations meet to design new economic models that sustain society's living standards, as a result. Therefore, today we speak of new development regions called clusters, defined by Michael Porter cited by Azua (2003), as geographically close groups of companies, governments and associations or entities interconnected in a particular field of activity, limited by complementarities or common elements.

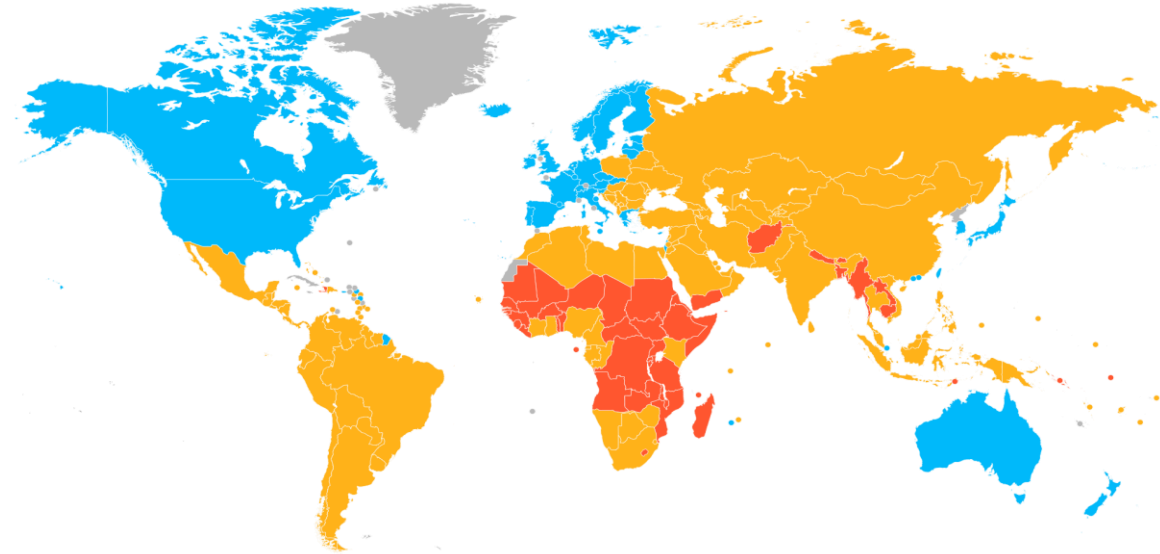
They are also known as regional development areas with geographical proximity, as stated by Benavides and Quintana (2002): "it favors the dissemination of technological knowledge both vertically and horizontally" (p.23). Additionally, territorial strategies that apply the principles of spatial planning and development are explored, all with the aim of staying ahead of the game.

In view of the approach taken by the national policy, it is necessary that the national administrations of intermediate territorial order take action on the matter, evaluate the global changes and the options of how the regions can adapt to this scenario based on the available strengths; Although public administration differs greatly from business, at this point it is essential to take as a guide some operations and approaches of the private sector that would help improve conditions in all areas. Concerning the comparison of the business operation against the State, it can be affirmed that Norte de Santander requires a process of regional differentiation. Aranguren, Magro and Valdaliso (2012), state that:

Differentiation involves deciding in which clusters and sectors to stand out, which specific assets will be offered to make companies choose to locate in them, which are the key agents on which economic or innovative activity will rest (SMEs or large companies; organizations private or public...) and what type of relationships must be maintained, both with respect to other territories (neighboring regions,

the rest of the State, the geo-economic region in which it is located or the world economy) and with respect to the different intra-regional spaces. (p.67)

Las **economías emergentes** en general representan el 87% de la población mundial y abarcan el 40% de los procesos de educación total de la misma en los distintos niveles (FMI, 2021; ONU, 2021). En el siguiente gráfico refleja el panorama de las regiones emergentes del mundo entero, america latina no escapa a ello especialmente Colombia y Venezuela.



Developed Countries, Emerging Countries, Underdeveloped Countries Source:

Font: IMF 2021

Development and competitiveness plans and programs Regional development and competitiveness plans and programs must be designed to plan public management in certain governance periods, within which all areas of state incidence are considered, specifying the definition of a territorial strategy, as considered by the Union. European. Zarraluqui (2003), considers that: "it is an attempt that transcends national borders to achieve progress in economic and social cohesion, sustainable development and balanced competitiveness..." (p.112). This in the framework of action during periods of governance.

Public planning instruments must be as objective, precise, realistic and coherent as possible, always taking care of the design of future policies that adjust to changing territorial realities. Hidalgo (2005), expresses that "in the long term, structural changes must be considered, such as demographic and economic evolution, the impact of the depletion of non-renewable energy resources, the appearance of alternative energies and the penetration of new technologies" (p. 39).

The State is responsible for ensuring the integrity of citizenship and for this reason it cannot neglect its attention, in the reinforcement of any of the fronts against social and economic problems, executing its work in the present without neglecting the future for the which must propose corrective and preventive control systems against possible threats from the environment.

Ondategui and Belinchón (2005), consider the following:

When analyzing our cities to implement plans, programs and strategies, we must take into account the territory with its characteristics, resources, policies, dependencies and relationships. Certain factors tend to lose importance, while others such as the networks and infrastructures that provide connectivity and new knowledge now acquire more importance. (p.1)

The change, part of the transformation

Initiating this process of transformation is based on a political restructuring that seeks to further decentralize and deconcentrate the power and autonomy of territorial entities, minimize public spending, focus investments on industrialization, innovation, sustainable development and education policies.

However, Fernández (2012) maintains that:

Never resorting to increases in the public deficit and indebtedness and, ultimately, to tax increases because they weigh down private savings and investment. And, always, promoting conditions of minimal intervention in the markets because creativity and business coordination exercised by millions of people acting freely are favored. (p.315)

Norte de Santander requires governance that reassesses public investment, identifying the main sources of spending, minimizing or eliminating idle spending that does not represent a high impact and social or economic improvement. Supporting the above, Sanz (2013), states: "the State has to avoid incurring public deficits, since this absorbs financing that could be used for private business activities and, in addition, public indebtedness supposes higher future taxes that will have to be paid by the private agents" (p.407). Among other considerations, an anti-corruption attitude is also essential to reduce the outflow of capital to individuals responsible for reducing the state coffers, active programs must be initiated that promote the creation and development of the business fabric, the constitution and legitimation of a culture of entrepreneurship and research based on the creation of an exemplary educational model, a pilot plan for departmental education that concentrates its efforts on training competent, critical and highly ethical people. Karol Wojtyła, Juan Pablo II quoted by Carravilla (2013) said: "the need for unity between love and responsibility is revealed... covering the three spheres of the person: knowing, acting and loving" (p.53).

Cooke (2009), expresses that social capital is the key to the hidden strength of social and institutional actors, who have been in the focus of regional innovation systems. We require individuals capable of generating associativity, leadership, entrepreneurship and research at all educational levels, from primary to higher education.

In the case of Spain, Martín (2013), mentions that among the proposed reforms, those aimed at reducing the student dropout rate, improving employment opportunities for university students, improving higher education, language management stand out. foreigners and the promotion of calls for student scholarships.

Likewise, it is necessary to promote the mobility of talent, managing resources to train better professionals who contribute new knowledge to the region. On the subject of education, it is worth recognizing Colombia's effort to universalize education at the primary level, and the constant

management carried out to expand the coverage of secondary education, as well as receive funding to scholarship students at the post-secondary level (Martin, 2013).

Similarly, policies are needed to encourage the arrival of the necessary talent to start this transformation process. Development and competitiveness planning must also make a strong commitment to creating an innovation system, based on knowledge networks embedded in a system made up of universities, technology centers, SENA, research centers, business incubators and public-private partnerships and international cooperation that promotes the environment, infrastructure, knowledge and capital to sustain economic and social development. Restrepo (2011) considers that “education will be a dynamic factor in productive transformations and a guarantee of social equity” (p.15).

In the environmental context, the government must strengthen the protection of natural resources, strengthening audit controls and increasing sanctions for environmental deterioration and harmful damage to resources with surveillance of autonomous corporations, so that the economic resources they manage derived from taxes on the conservation of hydrographic basins, ecosystems, fauna, flora are invested correctly. An industrial development policy will certainly have a greater impact on the environment for which the ground must be prepared in terms of ecological and sustainable production systems.

According to Núñez (2013), “the environment is part of what we could call, as a vault key, “quality of life”, since a healthy and sustainable environment directly influences the happiness and living conditions of the people. citizens” (p.30).

Public leaders need to be educated in new forms of government, in creative policies that foster new realities, and thus counteract the conclusive statement of Negro (2013), who says: “the only definitive thing at the moment is that the State, previously protective, has become a devouring Minotaur, is today the greatest aggressor of natural life, which may mean the final stage of statehood” (p.30).

Change is not achieved quickly, it requires work and time but it must start now, focusing efforts on strengthening the business fabric in the first instance, this is the rudder that will drive the regional growth and development approach, Uruña (2005), suggests: “improve the conditions in which the regional productive and business fabric operates, as a key element of economic development” (p.36), added to this, Porter (1990), maintains that: “the competitiveness of a nation depends on the capacity of its industry to innovate and improve” (p.4).

If the policy focuses on this key element, it will have correspondingly positive effects in all areas, by reducing business informality, increasing the number of companies, improving their organization and competitiveness, and, in principle, greater collection capital will be generated. fiscal year, unemployment would decrease, income improves and the population requesting public assistance decreases, which constitutes one of the highest outputs of public spending.

A substantial increase in the departmental GDP will generate more economic resources, not only for the private sector but also for the State; a higher tax collection would allow investment capital to be available for innovative development and to sustain a pilot education plan; The accumulation of capital in the private sector, in addition to generating employment, encourages business investment

in science, technology and innovation and awakens the need of the business sector for the development of a highly competitive innovative system.

Entrepreneurship - Clustering of the Department

The regional business fabric must move from the economic approach of agricultural, mining, oil exploitation and exclusively commercial dynamics to an industrialized, technological evolution with an export focus. Such is the case of Aragon, where the government of Zaragoza mobilized different government entities to support and diligently manage the export process of the companies and this translated into the success of its trade balance (Regional Trade Directorate of Aragon, 2002).

It is necessary to consolidate and strengthen the business sectors already highlighted as one of the transforming axes, demanding intelligent specialization processes, in which a clustering model for the sector is configured. On the other hand, the creation and growth of the MyPimes is essential since they are the ones that ultimately represent the greatest generation of income in the region and the country, it is important that they go from an incipient organization to the weighty business consolidation, and all this cannot be achieved without the active intervention of the government, because in a reduced economy as in this case, the government's influence is definitive if the region is to be developed; Policies are necessary to promote business development, the attraction of investment capital and attractive environments for the location in the Department of other already consolidated companies.

For this, it is essential to improve the departmental infrastructure, not only at the road level but also at the air level; it is also necessary to actively link the academy to the company, modify the curricular plans, change the theoretical approach for a more pragmatic one. Due to the above, Benavides and Quintana (2002), express the following "important effects are derived from this learning, such as that associated with learning and experience curves" (p.22). In addition, it is essential to demand a higher level of educational quality, an increase in research staff in the teaching staff and in the student body, as well as strengthen research centers and seek greater and better research production, constantly evaluating and measuring these items, because the economy, the region and the citizens cannot wait any longer, the regional economic crisis is very visible due to the lack of improvements in all areas and sectors; changes that have been required for years and are still not being executed.

A real integration strategy must be designed for all the actors involved, the financial sector, associations, the State, international organizations, academia and companies. Only through a joint cooperation that works on all fronts is a parallel development of the four spheres (social, political, economic, environmental) responsible for guaranteeing a high and comprehensive quality of life for the population achieved.

Some strategies to strengthen this process of clustering and specialization focus on strengthening recognized industrial and manufacturing sectors in the region such as footwear and leather goods, textiles and ceramics in relation to associative models, SME capital investment, technological development and export advice.

Sectors such as mining, oil and agriculture require adding transformation to products, development of innovation and technology, application of research in new uses of materials. The creation of some

research centers focused on biotechnology and the modernization of the countryside would be good for geographic distribution and contain the movement of human capital exclusively to urban centers.

Ferranti and others (2000), as cited in Perry and others (2006), indicate that: “turning the State into an agent that promotes equality of opportunity and effects efficient redistribution is, perhaps, the most critical challenge facing Latin America. America to execute better policies than growth and reduce inequality and poverty” (p. 28).

It is also important to identify the areas of human capital formation generated in the region, for the design of research programs that develop and empower this knowledge asset that until now has remained passive but has been accumulating, and that require opportunities of action. To this Asheim (2009), states:

In order to achieve growth and competitiveness in a global knowledge economy, we cannot base ourselves on a strategy focused on a single sector or technology, but rather, together with a supply-driven R&D policy, we must apply an innovation policy based on user-driven demand. (p.88)

Conclusions

After the crisis caused by COVID 19 and the closure of the Border, the companies in the city of Cúcuta and its area have presented conflicting positions, some with hyper growth and others that survive. Local manufacturing companies sell and/or export to Venezuela an average of 95% of their manufactured or marketed products.

In short, another perspective is needed that leads to more favorable actions for the Colombian State and society, and specifically the North Santander region. Public policy requires a transformation in all spheres, political, economic, financial and ethical, that takes into account changes in virtual interconnection, commercial dependency, technology and innovation, demographic changes, consumption patterns and production, in order to guarantee a better standard of living for the population and ensure permanence in the fully globalized market economy model.

Only through a targeted approach to strategic competitiveness in the economic, educational and research model will the region have a promising future; starting from business development as the basis of social and public development, although none of the other transforming axes should be neglected, it is a new direction for the design of regional development plans and programs for the next period and the following ones, since only with the permanence over time of precise policies, development is maintained as a constant.

The collapse of globalization or commercial exchange between Colombia and Venezuela caused by the nefarious rulers of the neighboring country led to chaos in the Venezuelan industry, especially the oil industry, being the country one of the largest reserves in the world, it reached the point of importing gasoline for the expense due to the impotence of its ruling class.

In 2022 the Venezuelan economy has shown signs of recovery, thanks to the flows of dollars that arrive, especially the exchange of goods and services, Venezuelan citizens do so in dollars, in the

same way the outflows of fellow citizens continue. On the contrary, Colombia is a candidate on the same route as Venezuela due to the measures adopted by President Petro in no time.

Globalization as a competitive development strategy is expected to take place in a region affected by different reasons, starting from the fact that we are emerging economies and Venezuela in recovery.

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