

# THE ROADS AS CIVILIZATION SYMBOL OR BRAIN DRAIN BOOSTER: CULTURE CHANGES IN SPIRIT OF GLOBAL CHALLENGES

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## **Abstract**

Nowadays, culture identification is consequently subject to many geopolitical considerations such a competition, regionalization, transportation and globalization. Globalization processes have extended considerably the need for international transportation, notably because of economic integration, which grew on par with the fragmentation of production systems and the expansion of international trade and transportation. The maxima "Via Vita", or "the road is life" said the ancient Romans. The whole meaning of this truly "strengths" words is meaning of road construction likewise the main life arteries of the empire. Global transportation is vital component to achieving the "four freedoms" (the free movement of people, goods, services and capital) and crucial factor to the mixing of world cultures through different ethnicities, religions and nationalities has increased with advanced transportation, communication, and road technology. Today's global world is a mosaic of many cultural communities. Cultural differences exist within countries as well as between them. Culture diversity, the total way of life, customs, religion, language that characterizes a group of people, is one of the most important things that culture geography study. There are literally thousands of cultures on Earth today and each contributes to global diversity. The mixing of world cultures shades through different ethnicities, religions and nationalities has increased with advanced transportation and internet communication technology. In global world, today, is particularly evident processes to spread new cultural phenomenon throughout migration, as the epitome of globalization. Or more dramatically: European countries face a new challenge: youth migration phenomenon. Because of cultural globalization, the movement of youths from Balkans from to European setting has caused a significant depopulation. Balkan border had a fatal effect and almost mythical dimension. Europe, as well as Balkans today is in the focus of attention because again live the tragic period of its history. Balkan countries cope with the problem of losing vital human resources because educated young people emigrating from the region in EU and USA. Macedonia faces what is called a "white plague", the process of emigration of young people from the country. Hundreds of thousands of young people aged between 25 and 35 have left Balkan countries over the past couple of decades in search of a better life abroad. History again create new cultural landscape of the new global challenges.

**Key words:** global transportation, culture, globalization, brain drain, white plague.

## 1. Introduction

Transportation is permanent side phenomenon of human civilizations. Overall civilizational development was associated with drilling and road construction, for easier communication to specific sites. Geographical horizons are broadened by the introduction of ecumenic to putting a man on the moon and thus continuity to be no end.

Transport has a significant importance for the development to: cultural, social and economic benefits. To mention the example of the American continent. In the initial stage of formation, or the first two or three centuries, America was only a kind of branch Europe despite disposes of enormous natural wealth. With the improvement of transport models, steamship, railway and road traffic, the United States took over the hinterland and turned into major world economic power. "Historians seem forgotten to assess the importance of this factor (transport) in the development of America. Much more attention has been given to higher output growth, money and banking. However, none of these systems is far influenced the economic development as had been progress in traffic. In fact, the greatest achievements of 1815, directly depended on the traffic factor and are therefore considered "traffic, along with the alphabet and the printing, contributed most to the development of civilization. With its functional features that can accelerate all business flows, but at the same time, if underdeveloped, be their brake ".

Thanks to the transport facilities allow overcoming geographical spaces, fast flow of goods, capital and people and imposing new technological standards and values, the main feature of the globalization process. Certainly, globalization as a kind of current process that allows free movement of people, goods, services, capital and information, global events, with all necessary attributes, positive and negative left kind of hallmark of European, Balkan, and thus the Macedonian economic, political, cultural and demographic condition. The rules of "global competition" clear and decisive, harsh and unpredictable. All who are unable to meet the challenges and demands of the international market and the "great world" still be at the margins of development as incidental "victims of globalization". We will not have much benefit analysis that will find whether globalization is unfair, or exploiters designed to further extinction of the poorest parts of the world. [1] But if one party debate on globalization as a desirable and useful for the country's future, on the other hand there are certain critics who believe that global processes will only deepen inequalities and lead to a kind peripheric and economic backwardness of many countries (including which RM) with the rest of the developed world. In such emerging global and dynamic circumstances of economic, political, cultural processes, any form of non-acceptance or monitor such contemporary actualities mean isolation of the individual, company, country. The need for the young man in "countries in the phase of awakening" to experience the civilization achievements now and immediately, but the way their peers in the United States or any other country of the Western European countries, created a desire and motivation many young people to take some sort of action and pleasure to look at some other part of our planet due to global processes mobility of individuals and companies. [2]

There is a big migration trends of young people around the world, especially in the Western Balkans. All countries of the region became important migrant sending countries in the 1990s. The widespread migratory networks throughout Europe created by nationals of Western Balkan countries were further reinforced by waves of newcomers: war refugees and labour migrants. Besides migrants from the territory of the Western Balkans, the last few years, Europe is facing a large influx of refugees and migrants from the Middle East and North Africa. The meaning of transport geography is best illustrated in the following thought: "The road is not only one of the greatest human institutions, for it is the foundation for the survival of society and is part of every segment of the country. Road figures out the size of the development and function of many cities. Road controls the development of the strategy and the place of battle.

The road gives a framework of overall economic growth. Road controls all trade and most importantly all ideas. It is no matter that organized society would not be possible. The road is initiated and controlled throughout history." [3]

## **2. THE ROAD ETERNAL SYMBOL OF HUMAN CIVILIZATION: VIA VITA**

The emergence of the first mass migrations of people, before ten thousand years ago, influenced the formation of the first transport routes. Construction of villages, cities, the rise of states, their expansion and decline of civilizations depended on travel communications. The technique of meaning, road construction was the primary task and the Hellenistic culture, Roman culture, civilizations of India, China, Maya and Aztecs. The connection of the Western and Eastern worlds through the famous "Silk Road", which today are often mentioned in the stage of full rehabilitation as road and rail based on the historical importance of trade ties of nations.

The need for movement and exchange of material goods, conquer new spaces, spread of cultural traits such as a basic part of civilizational values began long ago. As original roads are considered paths made by animals, which were later adapted by the man. These original roads first guides from hut to hut, then the springs of water, and later to the pastures and fields. The emergence of the first mass migrations of people, before ten thousand years ago, influenced the formation of the first transport routes. As the oldest forms of roads considered remains found near water sources in Jericho dating back to around 6000 BC. The invention of the wheel, and thus the construction of the first carts (about 3000 years BC), considered the invention in any way forced the man to a conscious and planned approaches to road construction, after ranging cart cars. During the Bronze Age (2000 years BC), the benefits of metal tools enable easier building roads covered with stone cube movement of vehicles with wheels. In ancient civilizations, such as Crete, Babylon, Persia, Egypt, Greece, China and others, carts are used to a limited extent. Roads are built only over short distances near the ruler palaces and temples. From that period known mentioned one that led from the Nile to the Great Pyramid (which built on hundreds of thousands of slaves, for a period of over 10 years, about 2900 BC).

At that time in China have been known "Silk Road". It was a narrow strip of flattened land that was used for caravan traffic. In 200 AD, he connects with roads from the "Western World" to around 100 AD become active trade route connecting the two civilizations. This road existed around 1,400 years (mentioned during the travels of Marco Polo, in the period until 1270-1290 year). Roads were placed signposts of stone, they were built hostel for travellers and goods, and special attention was devoted to the protection of all road users.

Hellenistic culture may have resulted from the Greeks, but the physical skeleton of Eurasia opened Alexander of Macedonia, who reached their expeditions to India. Then, apart from the narrow Ionian coast, Westerners were entering the "return of Asia" only as refugees or mercenaries. After the conquests of Alexander, the Macedonian people from the west came as citizens needed by country or improved living conditions.

Although the expedition of Alexander the Great did not get over most of the inhabited world "Ecumenical", but with their expeditions he invaded the country inhabited by people of any culture. Maybe he found out more about distant cultures today than we ever imagined. Along the roads to the east took place and a wave of relocation which began Alexander, who was spreading too fast to be stopped. For them the holy cities, homes and temples of ancient Greece, it meant so much as imagined Cosmopolis, or world city. With the penetration of new roads to the east Asians have lost the threads of its clear grouping and united with populations west in new centres. Thus, imperceptibly centres of culture and other activities moved eastward.

In the Roman Empire, the building of roads makes up a primary task. Roman roads were a vital part of the development of the Roman state, from about 500 BC through the expansion during the Roman Republic and the Roman Empire. Roman roads enabled the Romans to move armies and trade goods and to communicate. This empire joined their power because of continuous conquest of new territories and at the zenith of its power included the area around the entire Mediterranean, a large part of Central, Eastern and Western Europe. For the Roman Empire, can be said to be the first country that had planned and built functional road network throughout the territory and beyond. Such a network of roads allowed him to Rome military, political and economic domination of all enslaved peoples. Starting from 312 BC, when by Appius Claudius built military route Rome-Capua, Brindisi (known as the Via Appia), until the collapse of the Western Roman Empire 476 AD, means the period 700 years built a network of roads over 400,000 km of roads, including over 80,500 km of paved roads. When Rome reached the height of its power, no fewer than 29 great military highways radiated from the city.

One of the commonly mentioned Roman road that passed through Macedonia's road "VIA EGNATIA", which connected Rome and Constantinople. This road is an extension of the road "VIA APIA" that began from Rome (as well as all major roads), and led to the place Egnatia between Bari and Brindisi. From there by sea, road leading to Durres and then as "VIA EGNATIA", continued through Elbasan (Elbanopolin), Struga (Stronga), Ohrid (Lihnidis, Ahride), Bitola (ancient Heraklea and Turkish Monastery), Edessa (Edesa) and thence through the Vardar (Aksios) in Pella to Thessaloniki. Thessaloniki road continued to Kavala (Neapolis) in Ipsala to merge with etc. Constantinople road "VIA MILITARIS" which link Europe to Istanbul via Belgrade, Nis and Sofia. description of this time gave El Idrisi (1110-1166 year). The total length of the road from Durres to Istanbul was about 830 kilometers (535 miles Roman). According Tafralia traveller, traveling on it lasted for 27 days, only to Thessaloniki 12 days.

Today, considering the importance of transport infrastructure, highly developed countries are making huge investments to maximize benefits in the transport of people, goods and information. High technological development allows rejection of all-natural obstacles in technological developments in the field of infrastructure. The construction of "Eurotunnel" and commissioning transport tunnel between France and Britain so-called quick "shuttle trains" is exceeded water barrier between the two countries. Next grandiose infrastructure object that knows no natural obstacles in building a communications bridge Oresund, which connects Denmark and Sweden. Historically it took 7,000 years, with the construction of this infrastructure facility, these two Scandinavian countries again physically associated with each other. This metaphor comes from the fact that in the glacial era, thanks to the thick icy crust that covered the sea between them, the few representatives of humans and mammoths shift from side to side without any obstacles. However, human fantasy and technological imagination does not stop there. The Swiss national rail service (SBB) had announced that Sunday would mark the start of normal commercial traffic through Gotthard Base Tunnel (GBT). The 57.09 km (35.5 mi) Gotthard Base Tunnel (GBT) is the world's longest and deepest traffic tunnel, which runs under the Alps, was first pioneering efforts to improve connectivity from Rotterdam to the Adriatic. When the full service opens in this December, the tunnel will reduce the train journey from Zurich to Milan in northern Italy to 2hr 40min, roughly an hour less than it currently takes. The Gotthard Base Tunnel has surpassed Japan's 53.9-kilometre Seikan tunnel as the world's longest train tunnel. The 50.5-kilometre Channel Tunnel connecting Britain and France has been bumped into third place.

### **3. Globalization, Transport and Culture identification**

Recent decades have seen momentous changes in the transport geography of the world. Geographic, cultural, and institutional proximity leads to exceptional access, closer relationships, better information, powerful incentives, and other advantages in productivity and innovation that are difficult to tap from a distance. Nowadays, more than even, the world

society becomes complex, knowledge based, and dynamic. Culture had changed at all spatial scales. Transport infrastructure is a key element and a main artery of economic and social development of any society. Transport infrastructure give the foundation for virtually all modern-day economic activity, constitute a major economic and social sector, and contribute importantly to raising living standards and quality of live. Transport is the essence of what makes the world economy interconnected and productive.

Transportation geography is vital component in global processes, especially, to achieving the “four freedoms” (the free movement of people, goods, services and capital) and crucial factor to the mixing of world cultures through different ethnicities, religions and nationalities has increased with advanced transportation, communication, and road technology.

The world economy is becoming borderless and integrated, due to transport development, driven by global market forces, global technological forces, global cost forces and political and macro-economic forces. The integrated world economy and global competitive arena is changing the way in which companies traditionally operated.

As Anthony Giddens suggests, “Globalization can be defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa.” [4] In this context, the increasing economic and cultural interdependence of societies on a world scale is of interest. Because it involves interaction in so many areas and at many levels, it is virtually impossible to conceive of globalization as a singular concept.

Globalization can seriously affect local communities for better or for worse, depending on local circumstances. The main force that encourages globalization is economic activity based on technological advancements. Cultural and societal changes often occur consequently and are no less significant.

According to the analysis and research of numerous studies in the OECD, it believes that in 2014 the gap between rich and poor countries has reached the highest level for the past 30 years. It is estimated that only 10% of the rich population of OECD countries, earning 9.5 times more than the poorest 10%. For comparison, in 1980 this ratio was 7:1 (OECD, 2014). Such adverse conditions are reflected in the emergence and increasing the rate of poverty in the world. The ultimate effect of these side effects of the crisis is poverty of much of the world population. The statistics says that every fourth person in the country is poor. Every fourth citizen in the country live below the lower poverty threshold. Rather inconvenient progress has poverty rates among countries on the European continent. It is thought that approximately 80 million people in the EU (about 16% of the total population) live below the poverty line. But according to some studies, the citizens in various countries of Europe in diverse ways to mean poverty. About a quarter of people in the EU (24%) are poor if their resources are restricted and unable to participate fully in social life activities. Furthermore, 22% are considered poor if they cannot afford the basic goods of life, while 21% if depend on charity or public subsidies. Approximately 18% of people considered poor if they have a monthly income lower than the poverty threshold to live.

In this context, Jan Aart Scholte argues that much of global culture is youth culture, as global consumerism has linked young people around the world to the extent that it has guided the construction of a dominant value system. [5] The global culture has become a fundamental building block in many young people’s lives. However, their relationship with it is very fragile because youth, more than any other group, are exposed to and have come to rely on the global consumer culture but probably have the fewest resources and the most to lose should global culture not give the satisfaction they demand of it. [6]

#### **4. Young Migration – Results of globalization**

In today’s increasingly interconnected world, international migration has become a reality that touches nearly all corners of the globe, often making distinctions between countries of origin, transit and destination obsolete. In the era of globalization, people’s mental horizons have

expanded, and they are eager to move to other places and countries to realize their full productive potential, and increasingly so in Europe. [7]

Modern transportation has made it easier, cheaper and faster for people to move. At the same time conflict, poverty, inequality and lack of decent jobs are among the reasons that compel people to leave their homes in search of better futures for themselves and their families. [8]

Migration has contributed to the richness in diversity of cultures, ethnicities and races in developed countries. Individuals who migrate experience multiple stresses that can impact their mental well-being, including the loss of cultural norms, religious customs, and social support systems, adjustment to a new culture and changes in identity and concept of self. Indeed, the rates of mental illness are increased in some migrant groups.

What does transport imply for culture, and what does culture imply for the transport modes?

How does transport contribute to culture? With reference to systems trust, culture coordinates expectations of actors about the moving on place to other, working of institutions and always need for more. In that sense, in undeveloped and transition economies, transfer to better conditions is always cultural change because it uproots expectations.

We live in a fast-moving world. While global processes stress height challenges in the companies, employers continue to demand high academic standards, they also now want more. They want innovates, adaptable, people with multicultural customs who can work with others. This is true sign in many areas of work. The new knowledge-based economies will increasingly depend on these abilities. Many businesses are paying for courses to promote creative abilities, to teach the skills and attitudes that are now essential for economic success but which our education system is not designed to promote. [9] Cohen and Levinthal use the term absorptive capacity as an organization's ability to identify and recognize the value of new external information, absorb it, and implement it into their business operations [10]. Organizations that understand the importance of external information are better able to use their core competencies to create a competitive advantage. Cross-culture communication enhances an organization's absorptive capacity because it provides a new of perspective for satisfying the needs of stakeholders. [Globalization and culture] [11]

In European politicians often mention the idea that the periphery of Europe is reduced to a single region called "Western Balkans" (a term that encompasses the countries of former Yugoslavia minus Slovenia but Albania) is a kind of experiment from which depends the future of Europe. Balkans should be western to not balkanized Europe. Regionalism represented by the model of the Western Balkans will allow internal Balkan barriers to be removed much faster than in the attitude of the EU and the rest of the world. From the Western Balkans, only Croatia in 2013 to realize his dream and join the European Union. It expected and other Western countries to adjust their trade policies to newly established regional context, which would have a positive impact on the trade and investment links in the region, and this will facilitate their European integration.

European countries including Portugal, Croatia, Macedonia, Albania, Montenegro and Moldova have seen more than a fifth of their population emigrate. The Western Balkan region remains a migrant one. High unemployment, low wages, rare promotion opportunities and constantly rising living costs are pushing educated people to flee Western Balkans to take their chances in foreign job markets. The share of pensioners, especially in Croatia, Serbia, Bosnia and Herzegovina and Macedonia is very high. Unemployment rates are also quite worrisome, especially because they are persistent, for years or even decades now.

The weak labor market performance in the Balkan countries is a key social concern—it undermines medium- and long-term economic growth and poses major challenges for policymaking. The low rates of employment mean forgone production and the unemployed risk losing their skills and thus making it harder for them to find employment in the future. This cycle may, in turn, increase the natural rate of unemployment (thereby creating the "hysteresis" effect). The very low employment rate of young people can impede the process of acquiring human capital and increase dependency on support systems, diminishing the countries' long-term growth potential. Finally, the high rates of unemployment create a burden

on public finances in the form of higher social benefits for the jobless, and could undermine social cohesion. [12]

In this regard, young people migrating from remote areas of South East Europe to Western Europe areas. Lower welfare, incomes, and financial security must be the consequences of persistently depressed labor markets. The economic, social and cultural problems also accumulate. Though the perceptions of the poverty risk and the lack of necessities are not catastrophic, they are certainly worrying. There is no doubt that solutions to political and developmental issues need to be urgently found for economic growth to accelerate. [13]

Such global changes cannot circumvent the Republic of Macedonia. Historically, since the oldest period all weather events had a kind of reflection of the Macedonian statehood. Due to its favorable natural and geographical and strategic position, Macedonia has always been a field through which they passed or confronted different interests from different periods. Economic-geographical processes and phenomena in the country are characterized by certain specifics that result from snaps, her territorial locations, economic underdevelopment and a brief period of independent statehood.

Migration that indicate the geographic population dynamics are a very important socio-geographical phenomenon in the country in it from ancient times until today there are strong migratory movements. Sometimes they have features of mass removal. Macedonia is one of the most dynamic migration zones in the Balkans. The main reason is its favorable geographical location and difficult history, owing to which its territory for centuries been an interesting field of various invaders. Spatial, strategic and favorable Macedonia attracted people from more remote areas, which appeared as conquerors or who caused frequent migration of the local population or inhabited permanently live in it.

Migratory movements from Macedonia to other countries in Europe and the world are characterized not only by the scope and dynamics, but also by structural features, migrant routes and territorial distribution of migrants. In contemporary international migration movements of the population of Macedonia intensively involved in the period from 1964 onwards. The available data on the registered emigration from the Republic of Macedonia in the period 1952-1986, the number of permanently displaced persons is approximately 215,000 persons. The World Bank meanwhile, announced that data from R. Macedonia as of 2010 was 447,000 moved its Macedonian citizens. Economic migration occurs in all parts of the country.

According to the Central European Forum of Migration and Population Research: the Labor migration patterns, policies and migration propensity in the Western Balkans [14], in 2002 population census registered 35,000 Macedonians that had gone abroad. However, this number appears improbably low. Basing himself on various sources, Markiewicz (2006) [15] estimates the stock of Macedonians abroad at around 300,000, while according the Government of the Republic of Macedonia (2009) put the number as high as 400,000, or 20 per cent of the population in 2007. The same publication also notes a change in the composition of recent migration as involving a larger share of young, female and highly educated migrants from urban areas. The role of migrant networks has also been pointed out. Officially, Republic of Macedonia (Government of the Republic of Macedonia, 2009) divides emigration into three streams: a) family emigration and family reunification, b) emigration of the highly skilled and c) temporary emigration.

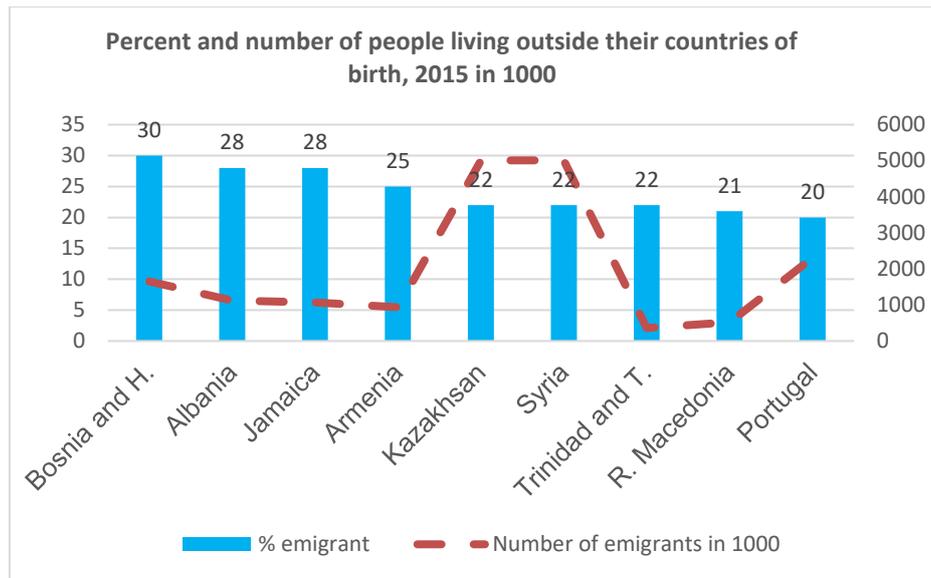


Figure 1 **Percent and number of people living outside their countries of birth, 2015 in thousands**

Source: Pew Research Centre; United Nations, Department of Economic and Social Affairs (2015). Trends in International Migrant Stock: Migrants by Destination and Origin (United Nations database, POP/DB/MIG/Stock/Rev. 2015).

A recent study by the Pew Research Centre, using 2015 data from the United Nations, shows that today, nine countries have lost a fifth or more of their population. One-third of those born in Bosnia-Herzegovina are now abroad, while 28% of Albanians and Jamaicans have also left their native home. In Armenia, one-quarter of the birth populations lived abroad in 2015. Meanwhile, one in five of the native-born population of Kazakhstan, Syria, Trinidad and Tobago, Macedonia and Portugal live in other countries. [16]

Table 1 **Percent and number of people living outside their countries of birth, 2015**

Birth country	% emigrant	Number of emigrants
<b>Bosnia and Herzegovina</b>	30	1650000
<b>Albania</b>	28	1120000
<b>Jamaica</b>	28	1070000
<b>Armenia</b>	25	940000
<b>Kazakhstan</b>	22	5010000
<b>Syria</b>	22	5010000
<b>Trinidad and Tobago</b>	22	360000
<b>Republic of Macedonia</b>	21	520000
<b>Portugal</b>	20	2310000

Source: Pew Research Centre analysis of 2015 United Nations data.

Note: Countries and territories with < 1 million residents not included in analysis. Puerto Rico and Palestinian territories not included. Percent emigrant is total number of emigrants divided by estimated birth population (emigrant country's number of emigrants, minus country's immigrant population). Figures rounded to nearest 10,000.

Quantity of our inhabited abroad today could hardly be determined precisely. In Europe mostly found in Germany, around 50% of all our citizens abroad. Consequently, expatriate movements today that about 540,000 inhabitants of Macedonia live in overseas countries. Most of them, about 190,000 live in Canada and 180,000 in Australia.

Balkans today is again the focus of attention because of it and live the tragic period of its history. Thousands of refugees from various parts of the world, especially the Middle East flock to the borders of the Balkan states. Western European countries, the Western Balkans are exposed to the growing flows of migrants. Especially entire pressure felt by the Western Balkans, and thus the country. Balkan border had a fatal effect and almost mythical dimension (MANU, 2002).

## 5. Brain Drain

The most dramatic problem in the Western Balkans is a pronounced departure from creative capital, which is the best social resource that we have at our disposal today. This is the phenomenon known as "Brain Drain" (or capital flight). It is one of the biggest migratory tidal waves in human history. The causes of brain drain in the Western Balkans region are diverse and numerous. The main reasons can find in weak performance of the labor market which results in high unemployment rates and societal transformations in the process of transition and EU integration. Capable, well-trained and educated young people are forced to leave their families and countries and to demand better conditions for further education, employment and living conditions in Western countries.

Large scale emigration from Western Balkans countries, witnesses under the highly unfavourable social, economic and political conditions in the aftermath of the demise of the social system, is evidently unlikely under changed circumstances, particularly with the looming prospect of accession to the EU.

That many returnees reported various obstacles like not being able to be work in the field of specialization, not being able to implement and fully use their new qualifications, difficulties in finding a job (nepotism, bureaucracy) and, the lack of the overall influence in the society. This negative perception points to the need for an enabling environment for full utilization of the repatriated talent. [17]

The right key that open the door to this new economy are education, culture, science and innovation. The brain drain is just that: the poorer countries emerge as exporters of highly educated staff. Higher education staff tend to grow exponentially through interaction with the western areas which offer better conditions for education and work and where its involvement achieved greater economic value. The poor countries of the Western Balkans are ideal for brain drain. in Croatia, where 55% of the young do not see a future in their country. In Bosnia and Herzegovina today 75 % of the young want to leave their country and go somewhere else in the world. The same situation is reported on in Montenegro, Macedonia and Albania. This is not surprising when it is considered that the Bologna process encompasses all aspects of the higher education and, respectively, science system in Western Balkans and thus needs all available planning and human resources. Nevertheless, the Western Balkan lost a significant young creative potential.

Brain drain is not just a challenge for Macedonia and the Western Balkans. With this problem cope all undeveloped world. The EU faces notable emigration of its highly skilled workers, especially the researchers and scientists. The data say European researchers' preferred destination are the United States. Due to the better socioeconomic conditions, the developed countries, in the first place the ones from the EU, but also the US, Canada and Australia attract highly-skilled young people from Macedonia. The salaries, the working facilities and the possibilities for career advancement in these areas are much higher than they are in Macedonia. As well, the tendency is that the entrance in the European Union is significantly easier for highly skilled workers and for prospective students. The young higher educated people and professionals who already have a job, but are not satisfied with their wages, including young scientists and students who are close to finishing their education, represent a large group of potential Macedonian emigrants." Although there can be hardly found an exact data on the migration of the highly skilled European scientists, many European institutions

have acknowledged the rising emigration of highly skilled professionals, and labelled it as a critical issue. Brain drain has been pointed as a crucial problem for the Macedonian economy in many analysis and economic projections. "Brain drain is significant, where there is little awareness that a problem exists, and where almost no research has been carried out in order to examine what impact political instability has on highly skilled labour migration out of the country. There are at present no policies which could reverse the adverse effects of this exodus, and according to the available data, there are no signs of any measures planned for the future. [18]

The unemployment rate in Macedonia is one of the greatest economic and social problems facing young people. This major economic and social problem has its roots since the independence of the country, especially escalated over the last few years. Also, it is important to consider that Macedonia still fight corruption in all spheres of social life, and have not yet taken based on merit values in the public sector. The general lack of ability of the Macedonian society to deal with the generic needs of the citizens is more than demotivating. the problematic democratization process is also a factor that motivates highly educated individuals to leave.

According to the data of the State Statistical Office, in the III quarter of 2016, the labour force in the Republic of Macedonia numbered 949 944 persons, of which 727 985 were employed, while 221 959 were unemployed persons. The activity rate in this period was 56.6, the employment rate was 43.4, while the unemployment rate was 23.4. The average unemployment rate in Macedonia between 2009 and 2016 was 30.6 percent, with the lowest rate of 23.4 percent reported in 2016. [19]

Meanwhile the unemployment rate of young people (aged 15 to 24) in the same period never dropped below 50 percent; in 2014 Eurostat [20] reported a 53.1 percent youth unemployment rate.

One explanation as to how it is possible that an economy and society can keep such extraordinarily high rates of unemployment sustained over the years is that much employment is not sufficiently captured in the labour market statistics; much, in other words, is found in the informal sector of the economy. This notion, in any event, is generally supported by the measures of the shadow economy in Macedonia.

Investment in training and education should be a priority in all economic programs in Macedonian government policy. Empirical analysis shows that nearly two-thirds of long-term unemployment is explained by skill mismatches between supply and demand for labour. Active labour market policies and education reform have been successful in reducing the mismatch, but the effects will likely be felt slowly, as jobseekers need to get the relevant skills before being able to benefit from newly created jobs.

In terms of workforce, it should be noted that with a minimum wage of MKD 8,050 or €130, Macedonia has the lowest rate for workforce in Europe. Latest Eurostat data shows that the cheapest labour within the EU can be found in Bulgaria for €159. In the region, the highest minimum wage is €784 in Slovenia, followed by Croatia €374, Serbia €182, Bosnia and Herzegovina €161, and Albania €144.

All these are "stimulating" factors that represent life abroad as "sweet life" and much better than in Macedonia, stimulate the brain drain. Partly due to this process and improve socio-economic conditions in the developed countries in the first place those of the EU and in the US, Canada and Australia offer high-skilled migrants from Macedonia. Wages, working ability and opportunities for career advancement in these areas are much higher than in Macedonia. Also, the tendency is that the entry into the European Union is significantly easier for highly skilled workers and potential students to obligated young people Est part of Macedonia, more through various channels to give Bulgarian passports, which is a substantial facilitate procedures residence and work in the EU.

Based on these analysis, it is obvious that the Macedonian government and the Macedonian scientific institutions have not identified issues of brain drain and academic and intellectual labour market as policy priorities.

Focus in the future economic and structural policy in the Western Balkans countries will be oriented through domestic political and economic reforms, as well as the progress towards EU integration and greater political stabilization and economic growth in the countries. This may be expected to lead to increased flows of economic migrants both within and to the region, which in turn will surely place labour migration management issues higher on the agenda of migration priorities in the countries concerned.

## Conclusion

Transport is the backbone of the world economy, the main driver of globalization. Back in the past, Roman roads were, then, the arteries of the empire. Roman roads enabled the Romans to move armies and trade goods and to communicate. It is clear today, that globalization has made the relationships between increasing business needs to global level and rapid technological transformations of transport. Globalization affects international migration to become a reality that touches nearly all corners of the globe, because, modern transportation has made it easier, cheaper and faster for people to move. This is because the ongoing process of globalization is said to have expanded almost throughout the entire world either through transportation, communication, conducting and expanding business, culture colority. In addition, man's activities on the globe are all found under these sectors. But the rules of "global competition" are clear and decisive, harsh and unpredictable. All who are unable to meet the challenges and demands of the international market and the "great world" still be at the margins of development as incidental "victims of globalization". We will not have much benefit analysis that will find whether globalization is unfair, or terror designed to further extinction of the poorest parts of the world.

Understanding the impact of globalization on cross-culture communication is imperative for organizations seeking to create a competitive advantage in the global market. The most dramatic problem of globalization processes in the Western Balkans is a pronounced departure from creative capital, which is the best social resource that we have at our disposal today. This the phenomenon known as "Brain Drain" is one of the biggest migratory tidal waves in human history. The general lack of ability of the Macedonian society to deal with the generic needs of the citizens is more than demotivating. the problematic democratization process is also a factor that motivates highly educated individuals to leave. The resulting brain drain holds profound consequences for the future development of their home countries.

The jobs and growth agenda should still be a central policy concern. A determined effort to alleviate key business environment constraints should invigorate the domestic private sector and may have important catalysing effects on diaspora investment. Key in that respect would be proper implementation and checking of recent initiatives to enforce payment discipline in both public and private sector contracts, as well to upgrade the professional status of inspection bodies and clarify their mandate. Important progress in targeting and designing labour market activation policies should be sustained. Strengthening supply chain linkages between set up foreign enterprises and domestic firms would create more jobs and facilitate knowledge spill overs.

Recognizing the continued and comprehensive improvement of the business environment, the latest World Bank Doing Business report ranked Macedonia among the top 10 reformers in the world for the fourth time in the last seven years. Macedonia has made substantial progress in several other international rankings, including the Index of Economic Freedom, the Global Competitiveness Index, and the Forbes list of best countries for business, which have consistently placed Macedonia on top among regional peers in recent years. The authorities believe that the decision by several large foreign investors to expand their production ability and open new factories a brief period after their first investments in the country gives key evidence about the tangible improvement of the business climate.

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