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# ECONOMY HAS TO BE IN ACCORDANCE WITH THE NEW SOCIETY?

Theoretical article

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## Keywords

*Innovation,  
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Research projects,  
Individual features,  
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Economics*

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## Abstract

*What we do not know yet regards the role of the economy in the post-human (future) society. Does the economy exist in such a society? We believe it does, and we also believe that the economy will not lose its status along with the transition from a society to another. Considering that in the post-human era the individual will live in a virtual space, there will be the so-called (human or non-human) workers who will take care of the maintenance of these virtual spaces.*

*They will be types of economy, something like a hyper-technique, which is capable to interact with the economic and social mechanisms. At the same time, these new features are continuously supported by humans.*

*The aim of this paper is to highlight the role of the economy within a future society. We will present aspects related to genetic engineering, trans-humanism and human enhancement in order to outline the fact that we cannot give up the economy.*

## INTRODUCTION

This paper analyses several concepts that eventually shape a blueprint of a new possible economy.

The terms analysed in our paper refer to *trans-humanism*, *database mechanisms* and *IT & C technologies*. In fact, starting from the current status of the economy and its components, we would like to predict a possible new economy, which transcends the current values and economic and social institutions.

Until that new shape, we are focusing on the factual relationships between providers, suppliers and clients, consumers, in terms of what we call *database marketing*, the virtual technologies that link the parts of a transaction (Kothari, R.N., 2008). Companies are focused on analysis dynamics values (Eşi, 2015) and on the details of the selling and marketing mechanism, i.e. on messages and developing contracts.

The technologies are providing the means for these connections and the changes in communication and the consumers' behaviour provide the motivation for firms or entities. Above all, trust on both sides is essential for efficient marketing, for a good relationship between the agents (sellers and buyers), as human beings use the latest achievements in terms of technology for producing and communicating.

In this specific situation, the marketer draws or defines a list of the current customers, but more importantly of the potential customers, in order to improve *the targeting* of the current and potential buyers. The online messages should allow companies to reduce their efforts and money loss and to gain individuals who might be convinced to become part of the company's market share (Rohner, K., 1999).

Furthermore, the next decisive step is *the tailoring*, that is shaping the message and information exactly according to the consumer's desire and behaviour. The liaison with the real needs of the customer becomes more qualitative. Thus, the third step is *the tying*, the creation and maintenance of solid relationships between the firm (entity) and the customers. Lower costs for the products and services, flexible retention rates, attractive offers and discounts are the means of earning customer loyalty, which lead to the last phase of database marketing, *the tapping*: the coronation of the entity's (material, financial, human) efforts - establishing a sound relation with the customer.

## SOCIETY AND ITS CHALLENGES

Our society is advancing and with it the needs of individuals are diversifying. The new revolutionary

technologies offer us a multitude of possibilities and challenges, both socially and economically. If until recently, the life and work of individuals were limited, in our days the limits were extended to other levels: for example, we may speak in real time with other persons from different and distant corners of the world, we can use the credit cards to make payments easier, online, of course. The Trans-humanism comes with improvements regarding the physic and moral aspects of the people and even proposes the no limits expanding of the life sustainability. In this context, the finitude anguish (Sandu, A., Terec-Vlad, L., 2016) will be not a problem for the post-human individual.

In order to pass to the second level of our approach, we believe that these software and hardware components and the smart networks that are being implemented will lead to the replacement of the consumer society that we know, although market research will **still be made on human individuals**, by modern marketing techniques. The society that may be now created will have to take account of the specific mobility of our times and the increased opportunities of the individual to communicate using hyper-technical devices and artificial intelligence, with no spatial or temporal limitations, to his own benefit and also to the benefit of the new structures that are to be created.

## THE POST-HUMAN SOCIETY FACES ECONOMY

Our Society is permanently changing and also the individuals' needs. If, after few decades ago, the individual limits to be satisfied by basic products (needs), today the question is regarding the rationality or irrationality of the consumer, but also the psychological needs which cause a particular behavior. In this paper we intend to discuss the fact that the society is in progress, even appear more needs and issues to be solved (Trifu, A., Terec-Vlad, L., 2013, Terec-Vlad, L., Trifu, A., Terec-Vlad, D., 2015).

In post-modernity, the values changed, even more from the inter-personal relationships. Communication is done through social networks, but the emphasis is increasingly more on individualism (Apostu, I., 2012, Apostu, I., 2013, Apostu, I., 2013).

However, the economic and social transformations let us consider our society is considered a knowledge society. Using the revolutionary IT & C technologies (Rohner, K., 1999), the scientists found treatments for incurable diseases, in sum, methods to simplify life etc. The Internet helps us to do purchasing online, to be updated regarding the latest scientific discoveries in medicine, biology, new technologies, etc.

The new cultural currents as trans-humanism and post-modernism bring after them changes regarding

the status and evolution of the individual. However, these currents divided the scientific community in two: on the one hand, the individual who supports human and moral enhancement, and on the other hand, the individual who sees some resemblance between these currents and „Brave New World” of Aldous Huxley. The fact that it exists the possibility that information regarding editing genes etc. to get into “the wrong hands”, cause us an objective attitude on general researches, because it exists also the possibility of a new form of slavery, *the soft slavery* (Terec-Vlad, L., Terec-Vlad, D., 2013).

#### **THE FUTURE OF HUMAN BEING – BETWEEN RESPONSIBILITY AND CONCERN FOR THE FUTURE**

Due to the fact that today we assist to major changes on all sides, cause us as rational persons to act responsibly and care to the future generations. The future generations must enjoy a planet with sufficient resources for living and we must fight against irrational consumption and, at the same time, we must be sober and rational in everything we undertake, including the purchase of goods and services rationally. Hans Jonas considers that we must be conscious face to the development of technologies, so the man does not become the research subject of *techné*-ului (Burgui Burgui, M., 2015). However, we keep talking about a series of changes related to longevity/ immortality; but, few researchers have raised the issue of economy in the post-human society so far. If in the first part of this paper we have presented the economic system at theoretical level, in this part of the paper we shall analyze whether the existence of economy is possible in this type of society. Our argument will focus strictly on the idea according to which as long as there will be more robots in post-humanism, why is the economic system still needed..

#### **THE TECH POST-HUMAN SOCIETY**

The fact that there may be and most certainly will be an economic system in the post-human period involves the fact that the humanoid individual will be involved in economic processes such as: supply-demand, etc. We are stating this because: on the one hand, there is the need for electricity and on the other hand there is an entire industry whose aim would be that of producing spare parts for the enhanced persons, developing and implementing the new findings in robotics, nanotechnology, etc. This industry, even though robotized (tech), will still need the human factor since self-aware robots, specialized in a particular field, have not been created so far. But we must mention the fact that, from our point of view, industries such as the

pharmaceutical industry, the IT industry, the automotive and auto parts industry and, why not, the medical industry and the techno-military industry will be involved (Braidotti, R., 2013). We find it appropriate to express our point of view regarding the pharmaceutical industry whereas in this case we shall talk about moral enhancement and cognitive enhancement, improvements that involve adult morality “pills” for adults and, on the other hand, genetic modifications for the persons to be born (we are referring to genetic industry). We believe that these industries will develop in the coming years whereas individuals with high financial power will wish to benefit from extended life.

On the other hand, we must emphasize the fact that labour (as it is perceived today) – as a specifically human conscious activity carried out for a certain purpose - could be substituted by enhanced objects (Atanasoski, N., Vora, K., 2015).

#### **CONCLUSIONS**

We agree that there are clear signs that the society is on the way of major and substance changes. The block chain, bit coins, presented in a previous paper, the new social, cultural and economic networks, all these may become the characteristics and tools of a new and virtual world. However, the creation of this network (as a whole), its functioning within economies (we still refer to governments and governance) involves the Human and his capability, knowledge and skills that help him be open-mind and anticipate the future evolutions and situations (Terec-Vlad, L., 2015, Achiricesei, R.I., Boboc, M., 2016).

Regarding the *tech trans-humanist society*, it can also develop exponentially, given that the repercussions of production, distribution and consumption will be felt by the human consumer. The approach is extremely computerized and supported by virtual resources, which are also modified and improved by overcoming certain limits between human – material - virtual (digital).

We believe that we must be very careful and challenge the scientific community to analyse such projects and ideas regarding the new existential order. Put all tables and figures at the end of the manuscript, following the references. And these ideas and precautions, because we are convinced that Economy (Economics) can be compatible with any kind (type) of Society.

And, at last, but not at least, the possible new economic system (maybe again speaking about a New Economy) mandatory implies forms of ethic and democratic rules and patterns for improving and efficiency of the decision-making process. This possible situation, taking into account the possibility of reversing globalization and, maybe,

an absentee of ownership in the manner we know today.

### ECONOMY HAS TO BE COMPATIBLE TO ANY SOCIETY

Economy, or more precisely said, Economics (because we are interested in the mechanics of the society) is still considered the management of the menages, no matter the dimensions. Together with the features of the possible future society, with emphasis on economic side, we want to highlight the fact that no matter how the human society is tech, the constituents of the existence and action of the human factor, such as: sublimity, materiality, healing, power, reason, edification, spirituality (Kanth, 2013) will still exist.

Therefore, the Human resource will become most valuable, something more fulfilled than “human capital”, including the “mind productions” for new techniques, new devices, new operation schemes etc., plus talent, gifts, knowledge, in the benefit of themselves, entities, but mandatory, in the benefit of communities-the Society we are dealing with. (Heilbroner, R., Thurow, L., 1998).

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