

Overture de “Global Competition Heats Up Further”

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Abstract

From the Russian invasion of Ukraine, a new phase of globalization has begun, developed by the world's major multinationals (China, South Korea, USA, India, etc.). A new phase which can be defined of 'wild globalization', characterized by an exasperated and boundless search for profit, to satisfy the objectives of a global finance that since the 1980s have imposed on multinationals increasing tasks of business results (Profit or Perish).

In the last ten years, China, India, Vietnam and many other countries have embarked on a rapid path of globalization. Global development is increasingly alive, and in exemplifying the continuous development of global opening, we can observe how the Catholic Church, in the last ten years with Pope Bergoglio, has also changed the logic of the basic organization, assuming a global vision. In 2025, the 135 eligible Cardinal electors of the new Pope represent 71 countries on all six inhabited continents.

Keywords: US; China; Wild Competition; Global Competition; Pope Bergoglio; Pope Election 2025

1. Overture

The late nineties and the beginning of this millennium are characterized by the completion of the process of internationalization of the world economy, through the process that is called globalization. Today in a growing number of sectors, the relevant geographic market is no longer the state or continent, but all the industrialized countries. The competition has become global (Lambin & Brondoni, 2000-2001).

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Large international firms operate in contexts dominated by the globalization of markets, which enhance the achievement of viable economies of costs (procurement, manufacturing, distribution, communication, sales).

Globalization determines the abandonment of closed domains and static spaces of competition. Global markets require a profound transformation of the development policies of companies where product and process innovation take on a primary role, to meet a constantly changing demand. The links between time, space and competitive advantage become very close and it is necessary to reformulate the company's policies and strategies in order to be competitive.

The global enterprise revolutionizes the basic concepts of research, production and sales functions, activating a business organization (network) characterized by competitive alliances, joint-ventures, vertical and horizontal integrations of operating units, even with competitors. Cooperation is in fact essential to be able to survive in an era of slow growth, where isolation can compromise the future of the company.

In addition, time has become the determining factor for gaining competitive advantages. Two concepts therefore take on critical importance, time-based competition and market-space management, which transform the traditional company and create the conditions for the development of mega-organizations, in which new "assets", in particular the company's intangible resources, determine the success of the company.

Coronavirus 2019 has caused a major economic shock, in addition to its tremendous impact on global health, pushing the biggest corporations towards an outburst of the new, basic drivers of global capitalism (Health; Energy; Food; Communication). That is, the pillars of global competition that start from an oversize management in order to fix the competitive landscapes of large corporations (Brondoni, 2021).

In the past, many commentators have predicted the end of globalization. But, in spite of forecasts about its downfall, globalization has continually adapted and survived through financial crises, political unrest, and health emergencies. Now it is clear that the old phase of globalisation it is over. From the Russian invasion of Ukraine, a new phase of globalization has begun, developed by the world's major multinationals (China, South Korea, USA, India, etc.). A new phase which can be defined of 'wild globalization', characterized by an exasperated and boundless search for profit, without physical or ethical boundaries, to satisfy the objectives of international finance that since the 1980s have imposed on multinationals increasing tasks of business results (Profit or Perish).

The old paradigms of defining physical living spaces (laws, currencies, religions, languages and dialects, customs and traditions) have been swept away by the simplification of Internet diffusion of knowledge since the 60s, and enclosed spaces still remain today in some regions of the world, isolated and marked by misery and dictatorial regimes.

□ *Cristiano Ronaldo recently missed Al Nassr's AFC Champions League clash against Esteghlal, sparking speculation over legal concerns in Iran. Reports suggested he could face 99 lashes for a past incident.*

The controversy stems from an incident during Ronaldo's previous visit to Iran in September 2023, when Al Nassr faced Persepolis. During that trip, Ronaldo met Fatemeh Hammami Nasrabadi, a disabled Iranian artist known for painting with her feet. The Portuguese star embraced and kissed her forehead in a heartfelt moment that was widely shared on social media.

However, reportedly classifies physical contact between an unmarried man and woman as an offense, with an alleged controversy of '99 lashes' punishment for adultery, that Ronaldo could face if he returned to Iran.

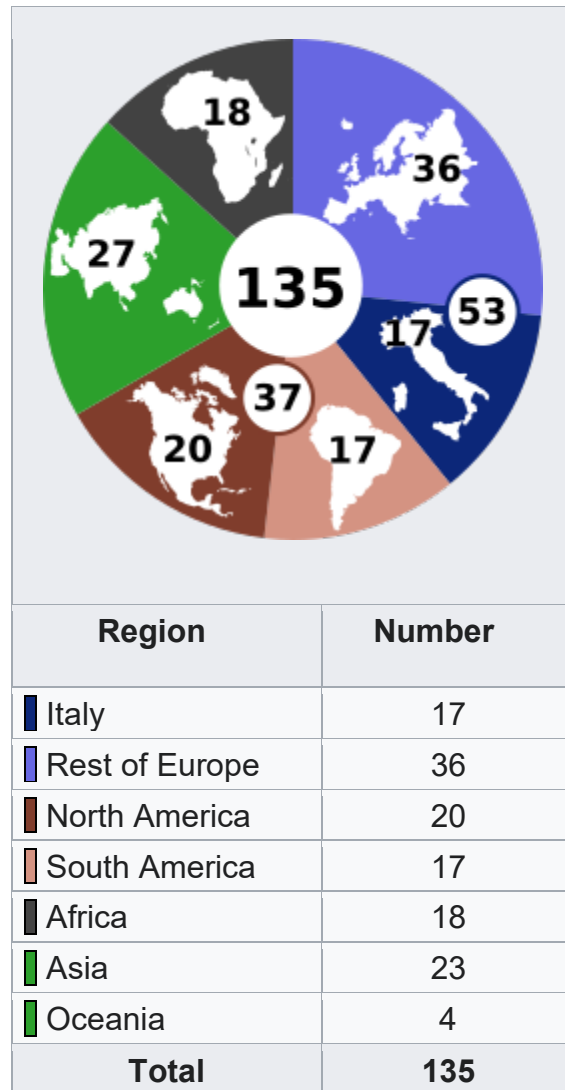
In response to these rumours, the Iranian Embassy strongly denied any such legal action against Ronaldo. Despite the Iranian government dismissing the claims, Ronaldo did not travel for Al Nassr's match against Esteghlal, which ended in a 0-0 draw. (Worldwide Media, 2024).

In the last ten years, China has also embarked on a rapid path of globalization, which today even sees it opposing the US economy as a great hegemonic power.

In summary, globalization is increasingly alive and has now entered a new phase of development.

In exemplifying the continuous development of the processes of global opening, it is interesting to observe how the Catholic Church, in the last ten years, has also changed the logic of the basic organization, assuming a global vision. In 2025, the 135 eligible Cardinal electors of the new Pope represent 71 countries on all six inhabited continents (Figure 1).

Figure 1: Cardinal electors by Continent & Country (2025, May)



Source: Annuarium Statisticum Ecclesiae (Statistical Yearbook of the Church), published in 2025.

2. Pope Bergoglio Moved the College of Cardinals toward a Global Vision

By the time of his death, Francis had named a large number of new, non-European cardinals, especially from the Global South, where Catholicism is expanding. Currently, out of a total of 252 cardinals, 138 are non-European. Importantly, out of a total 135 cardinals eligible to vote, 82 are not from Europe, which makes a record number of non-Europeans eligible to vote.

In addition, at this conclave, 80% of the cardinal-electors have been named by Francis: that is 108 cardinals out of 135. This is an overwhelming number, representing a wide variety of Catholic communities from several different cultures.

The Pope cannot dissolve the Chambers, unlike a prime minister. In the Catholic Church, moreover, the Pope cannot obviously even dismiss a bishop or a cardinal, as is the normal prerogative of temporal organizations. A Pope finds himself governing the church with the bishops of his predecessor: there are 5000 bishops, who are appointed at the age of 60 and resign at the age of 75. For the first ten years, therefore, the Pope governs with an episcopate that is that of his predecessor and Francis' successor will govern with Cardinals chosen by him.

Pope Bergoglio, has changed the system of choosing cardinals. In 10 consistories, the Pope has always chosen the Cardinals from among those who have received the highest votes from the local Bishops' Conferences. Half of the residential Cardinals have done the primaries at home, that is, they are presidents or secretaries general of national or continental Bishops' Conferences (Schiavazzi, 2025).

Pope Francis has in fact elected cardinals even from small towns, instead of large capital cities. However, if one examines the biographies of the Cardinals elected by Pope Bergoglio, one finds that he always elected those who had taken votes to the Episcopal Conferences. Therefore, you cannot find a Cardinal of Paris, Berlin or Milan, and instead you find the Cardinal of Luxembourg, because the Luxembourg Cardinal in 2019 was the president of the bishops of the entire European Union and had a much broader representation than the bishops of Paris, Berlin or Milan (Schiavazzi, 2025).

The 135 eligible Cardinal electors represent 71 countries on all six inhabited continents. For the first time in its thousand-year history, Pope Bergoglio moved the College of Cardinals toward a Global Vision. With an incredible push (which can never be erased) towards a globalization of peoples.

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May, 9, 2025. The Vatican conclave elected Pope, Robert Francis Prevost, now Leo XIV. The first Augustinian is an American Cardinal and Archbishop and the second Roman Pontiff from the Americas after Pope Francis.

Here is a new testimony. This election confirms the journey of the Catholic Church, undertaken by Pope Bergoglio with the revolution of the organization, towards a progressive globalization of peoples.

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