

INTERNATIONAL CRESTONOMY

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Abstract: *International Crestonomy provides an innovative theoretical and practical framework regarding the enhancement of efficiency and utility in global cooperation. In this dynamic and complex world, where all international relations take place, International Crestonomy emerges as a particularly important concept, as it brings together all the principles and mechanisms for optimizing efficiency and utility in this field and, consequently, the concept becomes essential for ensuring global peace, stability, and prosperity. The objectives of International Crestonomy, which we aim to highlight in this article, are: defining and understanding the concept of International Crestonomy; identifying the fundamental principles of International Crestonomy; analyzing the challenges and perspectives of International Crestonomy and developing methods and mechanisms for optimizing efficiency and utility.*

Key words: *International Crestonomy, Optimization of Utility, Maximization of Efficiency, Integrated Science*

1. Introduction

Human society is in a constant state of metamorphosis, and analysts have identified several stages in its development: agrarian, industrial, and post-industrial (Vlădoiu, 2005, p. 39). According to several specialists, including the renowned American sociologist Daniel Bell, his work “The Coming of Post-Industrial Society” (Bell, 1973) discusses the end of the industrial society and theorizes the specifics of the informational society.

Among the characteristics of the post-industrial society highlighted by D. Bell is the emergence of a new “intellectual technology”. It became evident that a transition was underway—from an industrial society based on goods and production to a post-industrial society centered on knowledge.

In the informational society, information is regarded both as the primary means of production and as the main product (Vlădoiu, 2005, p. 41). Furthermore, the informational society is characterized by the fact that “the most significant social, economic, and production advantages are tied to the processing of information and communications” (Little, 1981).

In a complementary observation, Steinfeld and Salvaggio (1989, p. 11) conclude that similar technologies do not have the same consequences in different societies.

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The informational society represents nothing more than a new stage in human civilization, based on the use of information across all fields of activity and in all types of actions related to human existence, exerting a particularly strong socio-economic impact.

Thus, information “becomes the essential resource in modern societies, advanced politically, economically, and socially”. (Vlădoiu, 2005, p. 43)

Given the above, it is evident that the path toward globalization is primarily supported by technological and economic pillars.

Certain perspectives must also be considered, based on the specific characteristics of the informational society as a determining factor in the globalization phenomenon. One such perspective suggests that globalization represents a phenomenon characterized by a paradigm of “a new era in which nation-states will disappear, giving rise to a single global market” (Zulean, 2003), where national governments will act as managers of the interdependencies between national markets and the global capital they generate.

The future will reveal the scope and paradigm of the new global knowledge-based economy. Thus, we will also witness the interesting metamorphoses from a security perspective, both individual and global.

Abraham Maslow is the scholar who conceptualized the so-called “hierarchy of needs”.

We believe it is particularly interesting to outline a hierarchical pyramid representing the current tendencies of humanity regarding levels of security. In a pyramidal representation, from top to base, the following levels would be included:

- Harmony;
- Global security;
- Collective security;
- National security;
- Individual security (Vlădoiu, 2005, p. 56).

In the informational society, we observe that emphasis is placed on multiple dimensions of the security concept, such as: political, economic, ecological, military, and last but not least, societal.

The security of states has assumed the role of an interface between internal issues and the external dynamics of the global system.

Thus, governments are obligated and must find innovative ways to balance forces acting in both directions.

In recent times, there is an urgent need to identify new means to counter risks and threats at the global level, which have repercussions on national states. Global security risks and threats, as well as the full spectrum of challenges faced by the International Community, have undergone significant metamorphoses. The response to these challenges must match their multidimensional complexity.

The informational society has also given rise to informational warfare, which unfolds across all levels of society on an organizational-institutional level, and often even on an individual level, seeking superiority over adversaries.

An analysis of the internal and external risk map, identified by the national security strategy concludes that “the main risks are non-military” (Vlădoiu, 2005, p. 65).

Considering the above and the global context, the observations of Henry Kissinger in his renowned work “Diplomacy” (Kissinger, 1994) remain highly relevant. He argued that “the international system of the 21st Century will be marked by an apparent contradiction: on one hand, fragmentation; on the other, increasing globalization.”

A review of recent events reveals quite clearly that “we are in the midst of a genuine battle for a New World Order” (Vlădoiu, 2021, p. 698).

This reality encompasses the economic dimension of the New World Order, which “has naturally joined the 'traditional' dimensions of international relations (including political and military dimensions)” (Năstase, 1996, p. 12).

Open military conflicts, challenges related to climate and the environment, as well as social and economic issues, demand a new approach to finding reliable solutions on a global scale.

2. International Crestonomy – A New Concept

2.1. The Origin and definition of the concept

We can confidently state that this concept emerged from the necessity of identifying effective and sustainable solutions to highly complex global issues.

Globalization and the growing interdependence of subjects under international law have created a context in which collaboration and resource optimization have become critical concerns.

From an etymological perspective, the term “crestonomy” derives from the Greek words (*chrēstós*), meaning useful or beneficial, and (*nomos*), meaning law or rule.

Thus, the newly formed term emphasizes the idea of rules pertaining to the optimization of utility and the maximization of efficiency in a given area of interest.

By formulating the phrase “**International Crestonomy**”, we aimed to introduce an international dimension, highlighting the concept’s orientation toward its applicability at the global level.

Regarding the definition of “**International Crestonomy**”, it must first and foremost take into account the fact that this new concept integrates multiple scientific fields and generates a synergistic interdisciplinary action.

Thus, “**International Crestonomy**” represents an integrated and interdisciplinary scientific field, focused on studying, optimizing, and applying useful and efficient means at the global level, with the goal of achieving maximum benefits for international governance and global well-being.

In simpler terms, “**International Crestonomy**” is “the integrated science that studies the optimization of utility and the maximization of efficiency in the means of achieving harmony, well-being and good global governance.”

For a better understanding of the conceptual structure of “**International Crestonomy**”, it is necessary to highlight the main fields that underpin it, considering that a field represents a broad category of knowledge or studies encompassing multiple disciplines.

Thus, the primary pillars of interest, particularly for “**International Crestonomy**”, are: International law, International relations, and Global governance.

We believe that, despite being distinct fields of social and political sciences, the principles and study objectives of each are of great importance for “**International Crestonomy**”. This is possible due to the holistic approach generated by the new concept through the harmonious integration of the three pillars presented. “**International Crestonomy**” thus represents an innovative, integrated, and interdisciplinary approach to the study and practice within global relations.

The holistic approach to the three pillars—International law, International relations and Global governance—represents the real added value in the expectation of achieving, much more easily, the optimization of utility and the maximization of efficiency in addressing global issues.

As the international community continues to face complex and interdependent problems, “**International Crestonomy**” can play a key role in shaping a better future for all nations and people of the world.

2.2. The Report between International law, International relations and Global governance

This report can be described as a system of interdependencies, where each concept contributes to the management of international affairs, but from different perspectives and with distinct functions.

a. International law

Function: International law generates the legal framework that regulates relations between its subjects. It consists of a set of norms and treaties, promulgated and enforced by the subjects of international law, to which they adhere, for the management of common issues such as environmental protection, international security, human rights protection, economy and international trade, etc.

Role: It represents the “backbone” of the international order, establishing and defining what is permissible and what is prohibited in international interactions.

Connection: International law supports both International relations and Global governance by providing them with a normative framework and a set of universal principles, such as sovereignty and equality, respect for treaties (*Pacta sunt servanda*), and others.

b. International relations

Function: International relations is the field that studies political, economic and cultural interactions between states and other global actors. It focuses on the dynamics of power, alliances, and competition, as well as cooperation for common goals.

Role: International relations analyze how and why states and international actors interact in specific ways, aiming to understand and explain global behavior.

Connection: International relations use International law as a governance tool and rule-setting framework, while Global governance broadens the scope by incorporating other non-state actors. International relations facilitate cooperation and diplomacy, which are essential for implementing Global governance.

c. Global governance

Function: Global governance refers to the broader system of institutions, rules, and international networks that manage global issues. This concept includes both international regulations (International law) and networks of cooperation and non-state organizations.

Role: Global governance is aimed at efficiently managing global challenges such as climate change, poverty, public health, through interdisciplinary and intersectoral collaboration. It promotes multi-actor involvement (states, intergovernmental international organizations, NGOs, and transnational corporations).

Connection: Global governance relies on International law to establish international norms and regulations and on International relations to facilitate cooperation among actors. At the same time, it expands the framework of International Relations by incorporating more non-state actors, who contribute to policy implementation and the monitoring of compliance with norms and regulations.

Thus, the relationship between the three pillars underpinning „**International Crestonomy**” shows that International law and International relations can be considered the fundamental „tools” through which Global governance can function effectively. International relations manage the analysis and facilitation of interactions, while International law generates the normative framework that regulates international actions.

„**International Crestonomy**”, as an integrated science, leverages the interconnectedness of these fields to build a unified understanding of the global world and identify practical solutions to global problems.

Each field brings an unique perspective—legal, political, and administrative—yet the integrated approach allows them to be applied together, providing greater benefits for global harmony, well-being, and international governance.

2.3. The Holistic nature of International Crestonomy

Under the sphere of „**International Crestonomy**”, its three pillars contribute to the configuration of a complex structure of a scientific field focused on the study, optimization, and application of effective means on a global scale.

Given the holistic nature of „**International Crestonomy**”, this means analyzing and understanding global issues by interconnecting all relevant aspects—legal, political, economic, social and governance—in an integrated and comprehensive way. This involves recognizing the complexity of the international world and how elements within the three pillars interact and become interdependent.

A holistic approach in this context does not address only one aspect of the issue but attempts to bring together all relevant dimensions so that the solutions are truly sustainable and applicable globally. This entails:

- a. **Multi-level perspective**— meaning an analysis of problems at different levels: local, national, regional and global, with the aim of understanding the impact and implications of each action at each of these levels;
- b. **Interconnection of actors and processes**— this involves recognizing the role of both state and non-state actors, as well as the global processes that contribute to the configuration of international rules and solutions;
- c. **Approach of global complexity**— this refers to understanding that global challenges are complex phenomena that require and demand interdisciplinary cooperation, taking into account all possible consequences, not just localized or specific solutions;
- d. **Integration of solutions from various fields**— „**International Crestonomy**” seeks to identify and promote reliable and effective solutions from three perspectives: legal, political and administrative, considering international norms, power relations, and global implementation capabilities.

3. Fundamental Principles of International Crestonomy

- a. **Utility, Efficiency and Effectiveness**— These are the foundations of „**International Crestonomy**” that emphasize the importance of optimally utilizing available resources to achieve exceptional results and meet global objectives.
- b. **Flexibility and Adaptability**— In a continuously evolving international environment, these two foundations are essential. States and international organizations must be able to respond quickly and effectively to both challenges and opportunities.
- c. **Transparency and Accountability**— Transparency and accountability are fundamental for building trust and legitimacy in international relations. Decisions and actions must be transparent and clear, and international actors must take responsibility for their outcomes.
- d. **Cooperation and Collaboration**— These foundations ensure the success of „**International Crestonomy**”. Relevant actors in „**International Crestonomy**” must collaborate and cooperate to address global issues and achieve common goals.
- e. **Sustainable Development and Innovation**— Policies and actions must aim to maintain a balance between development and environmental protection, ensuring sustainable and inclusive economic growth. At the same time, there should be encouragement to find new and creative solutions to existing problems or to improve existing processes and outcomes.
- f. **Promotion of Peace and Security**— „**International Crestonomy**” is committed to conflict prevention and maintaining international peace and security through preventive diplomacy, dialogue, and international cooperation. Additionally, international actors can address the root causes of conflicts and promote peaceful, sustainable solutions.

- g. **Respect for Human Rights**— Respecting and promoting human rights and democratic values are fundamental to „**International Crestonomy**”, providing a moral and ethical foundation for international actions and decisions.
- h. **Periodic Evaluation on Measurable Criteria**— This ensures the evolutionary analysis of all the above-mentioned principles across various fields and global issues, considering measurable criteria.

It should be noted that these fundamental principles are specific to the holistic approach of „**International Crestonomy**”, with the crestonomic principles of each individual pillar, International law, International relations, and Global governance, also existing. Since the purpose of this article is to present the concept of „**International Crestonomy**”, we will not delve into the presentation and study of those principles here.

4. Possible Fields of Application of International Crestonomy

Without claiming to provide an exhaustive overview of the fields in which „**International Crestonomy**” can be applied, we list the following:

- a. **Diplomacy and International Negotiation**— These are essential fields for the application of “**International Crestonomy**”. By utilizing principles of efficiency, transparency and collaboration, crestonomic diplomacy can facilitate the peaceful resolution of disputes and promote global stability.
- b. **Economic Cooperation and International Trade**— “**International Crestonomy**” plays a significant role in promoting economic cooperation and international trade. By optimizing trade rules and agreements, global actors can maximize economic benefits and ensure an equitable distribution of resources.
- c. **Humanitarian Aid and International Development**— In the fields of humanitarian aid and international development, “**International Crestonomy**” can contribute to the efficient use of resources to address urgent needs and support long-term development. Humanitarian organizations and development agencies can apply principles of transparency and accountability to ensure that aid reaches those who need it most and maximize the positive impact of their interventions.
- d. **Environment and Global Sustainability**— “**International Crestonomy**” plays a crucial role in promoting environmental protection and global sustainability. By adopting policies and measures that protect the environment and promote the sustainable use of natural resources, the international community can address challenges related to climate change, biodiversity loss, and ecosystem degradation.
- e. **Global Security and Conflict Prevention**— “**International Crestonomy**” can contribute to conflict prevention and maintaining global security through preventive diplomacy, dialogue, and international cooperation. Organizations such as the United Nations (UN) can apply crestonomic principles to identify and address the root causes of conflicts and promote peaceful, sustainable solutions.

We believe it is important to note that this new concept, “**International Crestonomy**”, is an emerging concept that proposes optimizing the use of international resources and processes to maximize benefits and the well-being of all involved actors. Consequently, the fields mentioned above are provided as examples, with the principles of „**International Crestonomy**” being applicable across a variety of globally relevant sectors.

5. Final considerations

The purpose of the presented article was to introduce the new concept and provide those interested with the general outlines of the new integrated and interdisciplinary scientific field.

We consider the concept to be both interesting and innovative, as it creates a framework that combines International law, International relations, and Global governance in order to establish a mode of study that could significantly contribute to understanding and addressing contemporary challenges.

Moreover, the concept holds significant potential for both academic and practical development. The holistic, integrated, and interdisciplinary approach could attract interest not only in academic circles but also in professional fields, being relevant to experts in public policy, diplomats, international lawyers, government officials, and even leaders of international organizations.

From a pragmatic perspective, „**International Crestonomy**” could represent, in addition to the real possibility of establishing a course, a research direction, or even a master’s or doctoral program. It creatively explores the interaction of International law, International relations, and Global governance in a global context, and may even inspire a new way of thinking about global policy and international regulations, making a real impact in the field of sustainable international solutions.

As a final expectation, we hope that the new concept will not encounter unjustified misoneism and that future, more in-depth works will be met with an appetite for novelty from those interested in the field.

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