INFORMATION SOCIETY-KNOWLEDGE SOCIETY: THE IMPACT OF THE "DIGITAL INEQUITY PHENOMENA", SOCIAL STRUCTURE, NEW LIFE PATTERNS, VIRTUAL ORGANIZATIONS, ACTIVITIES, BUSINESSES, PROGRAMMES, COURSES AND THE ECONOMIC EFFECTS.

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Keywords: *Information Society, Knowledge Society, Society of Truth, Spirit, Conscience and Morality(STSCM), IT&C, Digital Divide, digital inequality phenomenon, SITM, LONG-LASTING SOCIETY, Tele Centre, Cybermarketing, TeleEducation, TeleShopping, TeleMedicine, e-goverment, e-commerce, e-banking, entertainment systems, teleshopping, telelearning, mobile telephony, virtual telecommunities, Telecottage, Electronic Village Hall, Community Telecommnications Center, Distance Education, Distance Learning, Open Learning, Open and Distance Learning, E-education, Virtual Organizations, virtual team, electronic business solutions (EBSP), leap-frogging.*

Introduction

The utility of this work can be justified by the following arguments: **(1) What matter does the paper cover?** The work fulfills the whole IS-KS area by inserting, describing and explaining the key concepts of IS-KS : Globalization, Development and Information Society, the Impact of the "Digital Divide" and "Digital Inequality" phenomenan, Information Society–Knowledge Society, Definition, Objectives and Strategies, Social Structures and New Life Patterns in Information Society, Virtual Organizations, Activities and Businesses, Strategies, Programmes and Courses of the Information Society Approach, plus The Economic Effects Foreseeable through the Implementation of Information Society–Knowledge Society. **(2) Why is the studied matter important?.** The studied matter is important due to the definition, the fundaments and analysis of the new type of societes: Information Society, Knowledge Society, Society of Truth, Spirit, Conscience and Morality(STSCM) and Long-Lasting Society. In additions, a series of concepts and capabilities are explained as: Tele Centre, Cybermarketing, TeleEducation, TeleShopping, TeleMedicine, e-goverment, e-commerce, e-banking, entertainment systems, teleshopping, telelearning, mobile telephony, virtual telecommunities, Telecottage, Electronic Village Hall, Community Telecommnications Center, Virtual Organizations, virtual team or electronic business solutions (EBSP). **(3) How does the author intend to answer to this matter?.** The contents of the actual work in the Master's Degree, named "Information society and it's economical effects", by Davidescu N, presented at Romanian Academy in June 2008. **(4) What is the relation between the paper and the already existent specialized literature?.** The relation between the paper and the already existent specialized literature consists in a systematic approach of the IS-KS issue from the informational, economical and social point of view. In Romania research has been done at Romanian Academy, ASE Bucuresti and diferent scientific organizations. The upcoming solutions are theoretical and practical seen by the point of view of IS-KS specialists.

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Literature Review

In the IS-KS domain exists a specialised literature, formed due to various studies, treates, articles, research done by specialists, professors and different academies and universities. The most notable work has been done by the team led by Filip Gheorge from Romanian Academy, Professor Rosca I.Gh from ASE and various research done in West Europe and USA. Our contribution consists in the analysis of some global phenomens, like globalization, development and join with Information Society. We can add the impact analysis of "Digital Divide" and "Digital Inequality" Phenomenan, plus definition, objectives and strategies for Information Society–Knowledge Society. In addition, contribution in fundamenting and quantifying solutions are presented for operational solutions regarding Virtual Organizations. Activities and Businesses, Strategies, Programmes and Courses of the Information Society Approach, plus the Economic Effects Foreseeable through the Implementation of Information Society–Knowledge Society.

Theoretical Background

With priority are used concepts, factors, quality analysis, methodology, standards, methods and technologies for identifying individual and society interests, promoting, implementing and dezvolting IS-KS specific structures.

Section 1, entitled "Globalization, Development and Information Society", contains the description of the amplitude of the globalization phenomenon, the interconnections globalization-global economy substructure, the analysis of the phenomenon concerning the development of the electronic industry and IT&C. Subsequently, the problematics concerning the world countries vs. the development tendencies of the IT&C field are presented. The conclusions concerning the phenomenon of globalization, refer to the following aspects: (a) the dramatic increase of the information transfer flow at the global level, at the same time with the exponential development of the IT&C components and the global substructure of telecommunications, among which the main part is played by the Internet system; (b) the massive increase of the international cash flows and ISD; (c) the significant increase of the international trade volume; (d) the rapid development of the global financial markets, considered to be a "weightless economy"; (e) the creation of "Porteris clusters", a new "digital geography", generated by innovation and technological clusters, actually made up of interdependent assemblies of competences, capability and local capacity; (f) the decrease in action and importance of the economically developed countries, in the favour of STNs and international bodies (UNO, IMF, Global Bank, OMC, OECD etc.), at the same time with the increase of the STN importance for the global trade; (g) the externalization of the activities of marketing, production and services, the creation of a new international financial and industrial structure; (h) the increase in number, applicative and restrictive force of the universally applicable standards; (i) the increase of legal and especially illegal migration of people and labour force, at the same time with the accentuation of "brain migration" to the most economically developed countries; (j) the optimization of the cultural relations at the global level, the informatic facilitation of the access to the universal cultural values, by implementing the concepts of "multiculturality", "mobility" and "interchangeability"; (k) the universality of the English language and Anglo-Saxon concepts. In this section, are also presented the drives of globalization: scientific and technological innovations and the ampleness of the development of the electronic industry (drive I), the implementation and generalization of the usage of Digital Economy (drive II), the present politics of a neo-liberal type, considered to be the

motive power of the globalization phenomenon (drive III), and the implementation and generalization of the usage of IT&C (drive IV).

Section 2, "The Impact of the "Digital Divide" and "Digital Inequality" Phenomena" starts with the analysis of the "digital divide" phenomenon, regarded as the virtual distance between individuals, generally considered, or geographical areas, seen at various economic and social levels, from the viewpoint of the common perspective on their opportunities, depending on the access to the facilities provided by IT&C and the usage of the Internet system for the whole range of human activities. These reasons have led us to the solution of treating this phenomenon from the viewpoint of the following essential aspects: (a) the "digital divide" phenomenon and its impact on the contemporary world; (b) the ampleness of the "digital inequality" phenomenon and (c) the effects of the "digital inequality" phenomenon.

Section 3, "Information Society–Knowledge Society, Definition, Objectives and Strategies", contains the analysis of the human society evolution, seen as a systemic complex of interpersonal relationships, a historically determined uniform assembly, resulted from mankind's activity to produce material goods and spiritual values, necessary for the individual and collective living. The Informational Society is strongly marked by the revolution in the IT&C domain, the political actions and the innovative spirit.

Information Society will ensure the democratization of the association, agreement and co-operation, by means of global data communications, public data and information transfer at a world level, on line co-operation by means of the Internet and/or other types of networks and IS with a global character, with a view to achieving complex data processing, addressed to all the categories of professional/non-professional users.

The concept of KS (knowledge-society) revolves around the society based on knowledge (knowledge-based society or knowledge-based economy). Knowledge Society has the following particularities: (a) the extension and thorough study of scientific knowledge and the truth about knowledge; (b) the maximum dissemination of knowledge for all people, mainly by the Internet, electronic books and e-learning; (c) IS-KS is represented by the parallel concept named "the new economy", characterized by profound innovation processes, defined by the assimilation and transformation capacity of the innovative knowledge, for developing new products, services and symbols; innovation will be the powerful and profound determinant in KS, by aiming at increasing productivity in respect to the energetic, material and natural resources and the protection of the environment, for which reason, in this new society, the companies that bring technological innovation, on the basis of some proper and particular knowledge structures, will be favoured and determinant; the innovative companies will be created by the co-operation between the companies of different sizes and academies, private/governmental research institutes etc.; (d) "the new economy" is focused on maximizing the influence and usage of the Internet system, seen as the principal market for IS-KS, at the same time with increasing the importance of the value of assets, within which knowledge will play a special part; (e) IS-KS will be of an ecologist type, because it will lead to developing goods, services and symbols by scientific and technological knowledge, plus their combined management, with a view to implementing some technological and biological organizations and transformations, meant to save the accomplishments of the human civilization; (f) IS-KS will be a new stage in the human culture, given the fact that the culture of knowledge will become primordial, at the same time with the involvement of all the forms of knowledge (technical, economic, architectural, literary, artistic, philosophical etc.). In the future, mankind has

to approach and think over the perspective of founding a society of **the second generation, the society of truth, spirit, conscience and morality (STSCM).**

The main managerial, cultural and social vectors are: the knowledge management for organizations of any type, kind or size, the management of moral usage of knowledge at a global level, the educational system based on the IS-KS methods (e-learning), the healthcare system at the social/individual level, studies of biological knowledge of genomic interest, the increase in using some fundamental factors of human knowledge, the protection of the environment, meant to ensure a **LONG-LASTING SOCIETY**, by increasing the usage of the management specific for knowledge. IS-KS will be able to be achieved under the conditions of the existence of an **"Information State"** that will use the concept of "e-government", by means of which will be developed and used new technologies in the fields of data communication and information technology at a national, regional or global level, addressed exclusively to the functions of the state and oriented towards the information requirements of the citizen; there will be used the concept of "e-commerce" by which the techniques of e-purchase will be monitored, at the same time with the usage of some specific technologies and an adequate pan-European legal frame. The information state will be characterized by the concept of **"e-participation"**, addressed to the people with disabilities, and by the access to the communication, media and information substructures for people with disabilities. There will be implemented **home activities addressed to the citizen:** (a) **new forms of working** (telecommuting, virtual office, telework etc); (b) **e-activities** (virtual community, TeleCentre, Cybermarketing, TeleEducation, TeleShopping, TeleMedicine etc). Information services, such as **e-goverment, e-commerce, e-banking, entertainment systems, teleshopping, telelearning, mobile telephony** etc. will be implemented.

We propose an original solution concerning the approach, design, completion, implementation and development of some global information systems (GIS). These types of systems will be developed at different structural links at the country level (national, territorial, branches/domains of activity and/or local etc.) or at the trans-national level (global, continental, zonal, regional etc.). SIM[1] will have a concentric architecture and, in a consequently descendant approach of the top-down type, will contain **various types of information systems**[2]: global IS, continental IS, regional/zonal IS, national IS, territorial IS, IS on activity fields, IS for human habitations, IS for economic agents or organizations of any type/size/importance/level of geographical distribution and IS for natural persons/residences/households.

Section 4, "Social Structures and New Life Patterns in Information Society", approaches the time-space paradigm of IT&C, which will allow for every "user" to be connected to a IS[3] of a certain level, size and complexity; deep changes will take place within the fields of organization and work processes, by the introduction of some new social structures and life patterns. IT&C and IS-KS will induce fundamental changes within all the fields of the economic and social activity, by altering life and work style, at the same time with recording some beneficent influences on personal and social life.

[1] The notations used for SI at a global level are the following: SIM: global SI, SIC: continental SI, SIR: regional SI, SIN: national SI, SIT: territorial SI, SID: SI for activity domains, SIAU: SI for human habitations, SIAE: SI for economic agents, SIPF: SI for natural persons/residences/households.
[2] Davidescu, N., Global Information Systems Development by Object Oriented Design (UML Language), Scientific Symposium, Romanian-American University, Bucharest, May 26th 2005
[3] IS: Information System

IT&C will imply various changes of a physical, functional or organizational nature within all the structures of society, by changing the social structure, workday, work form structure, governmental, business, commercial, educational, informational and organizational structures[4].

The interaction between IT&C and the flexible work forms induces a triple perspective: organizational, temporal and spatial. The new work forms are influenced by IT&C through: work flexibility, the quantity of teleworking, the time vector, teleworking and voyages. There will emerge new forms of interior design, endowment with computing techniques and telecommunications, including the emergence of new transport solutions for eliminating the time and space restrictions of the telecommuters' circulation, with foreseeable implications, in time, on the dimension and structure of the transport systems. The influence of IT&C on social change leads, in our opinion, to the emergence and strong influence of social informatics, seen as the science that uses a finite set of concepts, technologies, CASE design instruments, Internet software facilities, computing systems-telecommunications of national nature, associated software-firmware technologies, specialized staff, elements that allow the design of IS and their usage in the field of IT&C, in interdependence and dynamic-functional connection with the social, cultural, institutional, organizational, managerial environment, the public access to information of social nature, scientific communication by e-journals, the public access to the Internet system, the usage of this system for performing some activities of social nature, **e-activities** (e-commerce, telework (for managerial and commercial purposes, telephone operators and offices etc.), telecommuting, cyberMarketing, teleShopping, teleEducation, teleMedicine etc.), **new organizational structures** (virtual office, virtual community, teleCentre etc.)[5].

Social informatics will influence public life at a global level by the worldwide usage of the Web technology, by means of which people everywhere will access and get the information they need, in different forms and formats, in real time, at minimum costs and delivery time; the total replacement of the classical education by the active instruction with on line access to the Internet is to be expected. It will thus lead to the design and implementation of some IS based mainly on the facilities of the Internet system and IT&C, seen as **technical-social-virtual networks (TSVN)**, which will ensure the development of some informational and electronic spaces, the generalization of e-journals, the extension of the discussion forums, electronic systems of teleconferences etc. It is expected to emerge practical solutions concerning the **info-social-virtual cells of administration (IVCA)**, made of various elements, fundamentally based on the facilities of the Internet system: human structures, informational structures, organizational structures, managerial structures, training structures, information structures of the hardware type, information structures of the software type, usage techniques and methods etc. In our opinion, we can talk about various types of social access to the IT&C and Internet resources: social access at the personal, organizational, regional, departmental, political and scientific level.

Telecommuting is a multiply characterized concept: (a) telecommuting means "working a day or two per week in a secondary office or at home, being electronically connected to the headquarters"; (b) telecommuting is considered to be a long-distance work form; (c) telecommuting is working at distance, which means that a person can perform their work from a different place than the one where is/are the person/people who directly monitor them and/or pay them for the work they performed; (d) telecommuting is working at distance, combined with telework; (e) SCAQMD and TAC define telecommuting as "homework or work in a satellite work

[4] Rosca Gh. Ion, Marian Stoica, New Work Forms and Activities in the Knowledge and Infromation-based Society, in the volume "Information Society-Knowledge Society, Concepts, Solutions and Strategies for Romania", Expert Publihing House, 2001.

[5] Davidescu, N., Internet-Shopping Operations by Local Virtual Networks (VLAN), Informatic Opportunity for Developing Countries, 2005

centre (an alternative workplace), by using means of electronic communication or of any other type for staying in touch with the regular workplace"; (f) "Telecommuting is homework or work in an alternative workplace, by using means of electronic communication or of any other type for staying in touch with the regular workplace, instead of the physical movement to a farther workplace".

Virtual telecommunities have real advantages from the viewpoint of the facilities of working in the on line system; these represent the complex combination of some fundamental elements[6]: (a) RC of a LAN, MAN or WAN type; (b) hardware equipment and software instruments that allow communication by the Internet system; (c) the usage of some informal and informatic rules of establishing the quality and rights of the COV; (d) systems to authorize the access to the Internet system; (e) systems to protect the work on the Internet; (f) the co-operation between the VCO members with a view to producing goods and services; (g) the intensive and extensive usage of VCO with a view to practically reach the short-, medium- or long-term targets, with a tactic, strategic and operative character; (h) the usage of firmware, by means of which particular and specific procedures are carried out.

Section 5, entitled "Virtual Organizations, Activities and Businesses", brings to the foreground the concept of **virtual organization (VO)**, also known as e-organization. **VO** represents complex configurations of dynamically structured companies, geographically dispersed, with a variable degree of independence, which generate superior performances by adapting to the dynamics of home/international markets, as a result of strongly involving the IT&C facilities and the variability of the organization forms and manifestation typology of the network-like organization and the digital economy. VO is a system by means of which the component functional entities have potency and multiple superior capacities, due to a synergetic adaptive and dynamic phenomenon[7]. **VO is based on several fundamental elements**[8]: (a) objective; (b) connectivity; (c) technology; (d) delimitation; (e) information substructure and (f) meta-management. **The VO characteristics** consist in adaptability, dynamics, organizational optimum, the involvement of common synergies. **The minimum conditions for providing VO inter-operationality** are the following: (a) the identification and attribution of a profitable business, compatible with the potential VO members; (b) the acknowledgement of synergic competences; (c) the co-operation and mutual trust of the VO members; (d) the possibility of the maximum usage of IT&C for rapid and efficient connection of the VO members; (e) the possibility to implement new virtual organization solutions: virtual teams, virtual projects, temporary/permanent VO, minimum/average/maximum virtualization, VO made of company networks, virtual industrial company, virtual corporation.

Virtual activities esentially contain virtual work and virtual team, elements focused on **virtual work** organization, regarded as an optimizing planning of business networks, meant to bring a maximum degree of virtualization in the form of VOs, being a basic component in the so-called "business network" system, by which we understand cooperative strategy elaboration and management, and innovative strategies quantification. Under such circumstances, there appear and develop **the network organizations (NO**), which have as essential objectives the creation and transfer knowledges, regarded in the sense given by IA. The NOs accomplish the role of creating an environment for social exchanges, being tributary to some fundamental principles that allow

[6] Bogdan-Ghilic Micu, Marian Stoica, Virtual Organization, Economic Publishing House, 2004
[7] Bogdan-Ghilic Micu, Marian Stoica, Virtual Organization, Economic Publishing House, 2004
[8] Rosca Gh. Ion, Marian Stoica, New Work Forms and Activities in the Information- and Knowledge-based Society, in the volume "Information Society-Knowledge Society, Concepts, Solutions and Strategies for Romania", Expert Publihing House, 2001.

the conceptual definition of virtual work: (a) integration levels; (b) voluntary connections; (c) NO members; (d) multiple leaders; (e) cooperation. The VOs are able to develop strategic partnerships focused on the co-evolution of synergic community members, through business ecosystems; the "eco" attribute defines the efficient collaboration substructure of the VOs, from the viewpoint of attracting competences, skills and global opportunities, accomplishing objectives, lowering costs, permanent transformation, trans-frontier action, global presence.

The essential characteristics of the VT are[9]: (a) VTs are created according to the principles, structure, organization and management of the real teams; (b) VTs are partially made up of truly virtual elements; (c) VTs guarantees the finalization of the contracted projects; (d) the assignment of a maximum importance to the trust in the hired staff.

"Outsourcing" and electronic business refer, in the virtual context, to the specificity of electronic business and to the universal standards of electronic business for reporting, informing and analyzing.

There appears the orientation towards electronic businesses addressed to clients at a global level, derived from technological platforms that came from the VO's exterior or contracted from the exterior, through the phenomenon called **"outsourcing"[10].** The "plug & play" abilities especially created for business software become available and ready to be delivered by service dealers–(ASP) or for **electronic business solutions (EBSP)**.

The origin of VO reference processes resides in the typical primary activities and operations that set the system of creation-supply of the financial reports. They are particularly used at a global level the GAAP, IAS and IFRS accountancy standards which present considerable layout and content differences; the financial statements have a different significance, which implies making some conversions between the standards, with a view to guaranteeing the comparability between the financial reports obtained through various standards. Business globalization demands a similarity between the semantics of financial indicators and reports, even if these are obtained by applying some different standards of reference. The syntactical level considers the methods of registration, presentation and transfer concerning the financial informing, while the empirical and physical levels are ensured through the technical structure employed by AI developed on the Internet. The paper proposes the usage of the **XBLR electronic business standard.** The reference oriented on the XBLR standard employs the financial report concept created and compatible with the Internet/Intranet/Extranet systems[11]. XBLR is a system of reports, totally compatible with the capacities of the Internet system, being the result of some professional organizations' research, the most representative baing ICPA/IACP[12].

Section 6, entitled "Strategies, Programmes and Courses of the Information Society Approach", starts with the description of the NSRPO project, which determines the implementation in **the National Society of Romanian Post Office** of a computerized network created for "pay desk" operations with national practicability; the NSRPO network will computerize periodical and random activities specific to the National Society of Romanian Post Office. The regular activities computerized through the NSRPO will consist of payments of toll and tax, payments for water and sewage services, payments to the suppliers of electric power and thermal energy, gases, sanitation, and will consist as well of the creation of some payments for commercial services (such as the selling of products and services, the progress of some saving and

[9] Stoica Marian, Ghilic Micu Bogdan, Types of Work and Informational Activity, ASE Printing House, 2000, ASE Library, quota 122140
[10] Business services and European Integration, 1999, ASE Library, quota 108713
[11] Intranet Product Site, http://tips.iworld.com/_frames.shtml/main/html
[12] ICPA/ IACP: American Institute for Public Accountants

consignment operations, the FBM services, the selling of insurance products and pensions, the transactions for mutual/investment funds etc.); the payment to the providers of fixed and mobile phone communications, Internet services, radio-TV, CATV programmes, of local-urban-interurban transport services, associations, the payment of some leagues-clubs dues will also be computerized.

We further describe the main projects, systems and services computerized in Romania among which we mark: the informatic services of information dissemination, **the project called "The Implementation of Evaluated Technologies of Communications"**, the information system concerning the labour force, the information system for the electronic referendum, the informatics system concerning the public acquisitions (**e-ap**), the project concerning the creation of on line video conferences, the informatic project concerning the creation of "Cyber Centres", the information system concerning the customs services, the information systems dedicated to management processes modernization, the information systems for invoicing with the help of web technology, the project called "The Implementation of Digital Data Funds and The Creation of Digital Libraries", the information integrated systems of the local public administration, the government focused on the IS-KS ("e-government") and the computerization of the FBM domain. This computerization of domain is focused on the following objectives: payment methods computerized through the electronic currency, the use of SWIFT system, the systems of the dealer account and the electronic checks, the use of smart cards, the operation of FBM transactions using electronic money (it implies the use of some technologies exclusively dedicated to the IS-KS: ATM, electronic wallet, virtual wallet and e-cash), the implementation of the electronic wallet card manageable in the European Community (CAFÉ), the implementation of the virtual store, the use of **digital signature in the FBM and the financial accounting domains, "the electronic office holder" (electronic- banking, Internet-banking, mobile-banking, UniBank, e-Bank) and the TeleBanking services.**

In our opinion **the complete definition for the e-learning system** may be: the system that allows learning that concentrates on information technologies, being the system able to deliver information (data, knowledge, media etc.) on all types of hardware systems (any type of computers, RC, Internet, Intranet, Extranet) and software tools (BD, BC, BF, BG, indexes etc.), by means of technical data supports (hard-disk, floppy-disk, memory-flash, video-cassette, CD etc.), with a view to implement an on line learning system (on line learning/ web learning), and with the implication of some actors (teacher, tutor, instructor, pupil, student, master, doctor, trainee etc.) and some classical education systems (schools, high schools, universities, national academies, research institutes etc.)

The characteristics of the e - learning systems are: (a) providing multiple interactions between learning and informatics; (b) using the IT&C coupled with other informatic elements; (c) the possibility of trans-academic and trans-national relation with other educational actors; (d) providing the minimum time of assimilation, distributed training, low costs of the operative working, style and productivity in the assimilation processes, learning efficiency, group learning possibility, but only through an organized national/international system, (e) access to the information stored and applied in a large variety of formats and appearances, in the form of data, knowledge, media.

The main purpose of the e-learning system is to ensure an integrated initiative meant to determine the implementation of the following key-functions: (a) the implementation of an e-learning system in the areas of management, business and competitive development; (b) the adequate implementation of some direct programmes of LeaderShip and Business Management; (c) the creation of a programme exclusively associated with the development of functionality, efficiency and modernization of the client company executive which will regard the centre of the

managerial competences by activating a strategy game based on the company's initiatives, anticipations and fundamental changes, parallel to the possibility of applying the e-learning processes; (e) the formation of a professional management-decision making team; (f) on line support for the employees of the beneficiary company, for the managers and the functional services employees (it is carried out through the dynamic, continuous and real time interaction with the instructors of the organization which delivers relied services for the e-learning processes).

Section 7, entitled "The Economic Effects Foreseeable through the Implementation of Information Society–Knowledge Society" contains the description of some effects that we consider IS-KS will be able to generate and that will have or not a beneficent role on mankind. It has been observed a number of 14 effects that include in their turn other effects. The synthesis of these effects is the following: (1) **general economic effects**; (2) **digital business organizations in virtual organizations**, in the context of digital economy and IS-KS; (3) **initiation of some alternative economic systems and the comparative and competitive advantage that the electronic commerce generates**; (4) the change of **the game's rules in the prices fixation at the same time with the electronic commerce influence on the consumers in the age of globalization and IS-KS**; (5) **the emergence of the cybernetic consumer and the role of the Internet-Intranet-Extranet tandem**; (6) **the change of the competition's character in IS-KS, at the same time with the emergence of a new tendency towards monopolization and fusion in the field of IT&C;** (7) **the diversification of the electronic markets, media manipulation and Internet subculture**; (8) **the maximization of the role of intangible assets and their management, as well as the amplification of the role of knowledge and knowledge management**; (9) **the influence of the creative work and new perspectives concerning the work in e-economy**, as well as the change of the character of the financial markets and the emergence of "competent money"; (10) **the emergence of the creative age and economy, at the same time with the maximization of the intellectual property's area and influence**; (11) perspectives of the "**leap-frogging**" division and the "next generation" networks; (12) **the economic, social, juridical and psychological effects of the new labour forces**; (13) **the economic effects of the electronic commerce applications;** (14) **the initiation and application of some innovation policies, integrated at the level of the European Union (the Lisbon Strategy and the Barcelona Objective).**

In our opinion, **the active and real policies for restructuring globalization, followed by the approach, design, implementation and the development of IS-KS and STSCM are appropriate; it is axiomatically demanded that the total of worldwide economic activities also develop to the benefit of the poor or developing countries, by promoting a new system, based on the philosophy of benefit-benefit, in an asymmetrical direction, from the viewpoint of the obtained richness and the accumulated wealth.** On the other hand, a basic factor will be **the information proliferation with a character and a tone of originality**, meant to ensure the progress, at the same time with the technologies involved by the research-development-innovation programmes. All these desiderata must be transformed into real and current phenomena, in order to discover, attract and involve in the global economic circuit of the less developed countries from the economic viewpoint. The formulation of some considerations and variants of solutions for many of the requirements made by the elaboration, design, creation, implementation and development of IS-KS and STSCM led to some proposals concerning the types of delimited IS as components of the Global IS specific for the new society.

Finally, we would like to present some personal thoughts and reflections regarding the way mankind, world's states and individuals generally behave in relation with the defining

elements of IS-KS and STSCM. Generally, the nature of the paper is optimistic, but, in fact, thing are not like this, because mankind has many unsolved, remaining and prospective problems. The essential paradox of our times is based on the fact that Mankind has remarkable accomplishments in many directions and domains, but it also has to deal attentively and perseveringly with the situation of millions of humans who suffer from underdevelopment, diseases, social or ethnical problems. All remarkable accomplishments of mankind must be perceived, in a way or another, by all humans.Mankind makes enormous expenses for other objectives which have, the most frequently, nothing in common with IS-KS or STSCM; in many cases, material and spiritual goods remarkably realized somewhere on Earth, do not effectively bring happiness in many areas of the world. In fact, the extraordinary accomplishments of mankind have generated, in many situations, negative and sometimes maleficent and even contradictory influences upon the individual, families or even people, so that in many situations or moments, these accomplishments might be really used for mankind to try to deal with other harmful, collateral or secondary problems, context in which the effective engaging to approach IS-KS and STSCM looks like a beautiful dream. There are strange and contradictory phenomena that take place: for example, mankind has developed services and products which generate multiple and multipliable competences, yet individuals are poorer and poorer from the mental and affective point of view. Moreover, people benefit from more knowledge, but in many situations and respects, they prove they have little capacity of judgment. The global number of people with superior education and experts increased, but mankind has more problems. Mankind has found, after important efforts, the way to achieve welfare, but it does not know how to obtain a global context axed on cooperation, commerce, information and knowledge, elements which scale off the opportunity of achievement of STSCM, axed on a society of second generation, which will demand pretentious edges called truth, spirit, conscience and morality. Humans have conquered the outer space, since they reached the Moon or other planets, but they did not succeed in getting the profound cognition of all defining elements of peoples and ethnics; we could support the idea that humans have remarkable accomplishments regarding the cognition of the structure of the atom and global atmospheric climate, but they do not have arguable results concerning the cooperation of any type and nature. A fortiori, mankind desires to create a **DURABLE SOCIETY of second generation, -STSCM-**; in this regard it learned to make ample and utopist plans, on the background of some global achievements with a minimal degree of complexity, while mankind hurries without preparing before and waits for the favorable moment to implement IS-KS and IS-KSOM, as long as it is optimally necessary. By means of IS-KS, mankind will use computers at a global level, due to some global systems, suggested in the thesis, it will possess multidimensional and exhaustive information, but it will have to solve problems concerning intercontinental, interregional, interreligious or interracial communications. Problems concerning the role and application of great personalities, the discharge of the possibity to obtain important and rapid profits, the atrophy of superficial and petty relations between individuals, leaders or nations will have to be rapidly, totally and ultimately solved, in parallel with the existence of the times when the necessity of sincere actions among global actors has to become omnipresent.

On the contrary, mankind will be able to find enough time to solve all the difficult problems, in order to trip rapidly and soon the IS-KS coordinates; in the present context, the nations of the world have to start qualitative actions and projects regarding qualitative mutations of all types and categories.

Prima facie, the factors of decision of mankind will have to act in such a way so that the entire world might be seen as one person, and a certain person be seen as the entire world; moreover, mankind does not need to regret the faults of the past, because these belong to the

past. We mush be happy they happened, because this is the only way the nations of the world can be convinced that the effective achievement and operation of the IS-KS and STSCM characteristics and performances will be approached with trust, hope and optimism. We consider that mankind does not have to bustle much, given the fact that the global events favorable to the global development, causa finalis, IS-KS and STSCM, will be accomplished when human society least expects, considering that **"everything happening has a reason"(Garcia Marques, Reflexiones).**

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