

## QUALITY OF LIFE AND PARADOXES OF GLOBALIZATION

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**Abstract.** *Globalization, especially the economic globalization, mainly based on a neoliberal economic logic and profit at all costs, has created conditions for strengthening the paradox of ever greater and faster technological and information development on one hand, and on the other, increased the number of those to whom these advantages are not available. The historical and current gender, race, ethnicity, nationality, class and economic inequalities within and between countries are becoming deeper, thus undermining the possibility of achieving equitable and sustainable development for all. The paradoxes of globalization are reflected in the splendor and squalor of modern society, in the emergence of rich and poor societies, in intensifying the social and ecological crisis, in the development of subordination and domination processes, in the rise of the present-time crisis and crisis of the future. Such concept of development that increases the discrimination of marginalized groups especially affects women, as reflected in their growing exposure to poverty, exploitation and social exclusion. The achievement of gender equality, poverty reduction and other MDGs of the UN by 2015 would not be possible without the application of a development concept based on respect, promotion and protection of human rights, increased quality of life and sustainable development.*

**Key Words:** *quality of life concept, globalization – sociological aspect, paradoxes of globalization.*

### INTRODUCTION

Despite the increasing number of theories and concepts of globalization as one of the most exploited themes in the early 21<sup>st</sup> century, the agreement has not yet been reached regarding a clear and generally acceptable definition of this phenomenon. Common to the most approaches is the assumption that globalization is a process that refers to the intensification of social and economic relations beyond and across national boundaries, which results in increasing mutual impacts of global and local events.

Along with the virtual capital, unemployment (which has a global character) and changed position of the man in man's workplace and wider community, the problems that arise in connection with restrictions on the sovereignty of states, individual nations and

their cultural identity should also be added to the range of phenomena interacting in the conditions of globalization. The problem of preserving cultural identity in contemporary society becomes more important because, parallel with globalization, creation of an integral economic and political space induces a process of cultural leveling, in which a single culture suppresses almost all national cultures. However, this does not mean that a special relationship to one's national heritage and affiliation to one's own culture should represent an obstacle in being open to the achievements of modern civilization, which certainly include information technology - technical and technological basis of globalization.

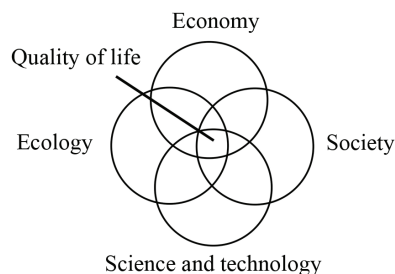
In this context, harmonization of working conditions in the working environment of information technology with human characteristics and protection of human integrity is a civilization imperative. The accomplishment of this imperative should enable necessary homogenization of modern society, in order to avoid conflicts that could lead to the destruction of modern planetary civilization [3, p. 50].

In this paper, we will consider the process of globalization in the context of analyzing the quality of life of modern man under the influence of this global process, with all the contradictions that it brings along.

## 1. QUALITY OF LIFE CONCEPT

The quality of human life depends not only on economic conditions, but also on many other factors, including physical and mental health, social security, social institutions (health, education, judicial), political stability and a healthy environment. In certain highly developed countries safety on the streets is decreasing (terrorism, theft, etc.), which is assessed by the inhabitants of these regions as significant for a lower quality of life. In other regions, high level of social development is often in contradiction with the freedom of individuals, their professional and other limitations. It is obvious that, in the context of contemporary developments, social and individual values have to be revised. In other words, it is necessary to revalue all the values, as Nietzsche would say. The problem is very complex since at the same time a human being, the society and its institutions are considered.

Quality of life indicators are defined in such a manner to obtain comprehensive statistics on the national welfare that is wider than traditional macroeconomic indicators. The systematic approach should demonstrate the dynamics of the state in its social, economic, environmental and scientific-technological areas, which are essential for the quality of life. Analysis of the dimensions of life in this context includes: education, employment, energy, environment, health, human rights, income, infrastructure, national security, public safety, recreation, science, knowledge and technology. The indicators of quality of life have a dynamic dimension too, as they represent a starting point for strategic and operational planning, implementation, monitoring and improvement of the performances of the development process in these areas. Figure 1 provides a graphic presentation of these areas, whose intersection defines the quality of life.



**Fig. 1** Quality of life as the intersection of sets

Quality of life is composed of economic, social, scientific, technological and environmental indicators. Thus, the group of economic indicators includes: business, children (poverty), diversity (employment), employment (overall), finances, income, use of resources, sales, tourism and energy. The group of social indicators includes: population, children, education, health, relationships, culture, diversity, literacy, mental health, pregnancy-birthing, volunteerism, public safety, national security, sport and recreation, family and refugees. Indicators of the environment (ecology) are: air, awareness of the importance of the environment, biodiversity, fish, global warming, groundwater, land use, pollution of soil, surface water, soil moisture, natural wealth (resources) and waste. Finally, indicators of science and technology include: scientific resources, environmentally friendly materials, automation and robotization, communications and information technology, recycling technologies, environmental healing technology, creativity and knowledge, quality of life vision and creation.

On the other hand, in addition to objective indicators, the indicators of personal satisfaction with the quality of life are now being introduced, as shown in the Table 1.

**Table 1** Allardt's original concept of the quality of life

	<b>Objective indicators</b>	<b>Subjective indicators</b>
<b>Having</b> (material and general needs)	1. Measuring level of living and environmental conditions	1. Personal feeling of satisfaction/dissatisfaction with living conditions
<b>Loving</b> (social needs)	2. Measuring relationship to other people	2. Satisfaction/ dissatisfaction – subjective feelings about social relations
<b>Being</b> (needs of personal development)	3. Measuring people's relation to: a) society b) nature	3. Subjective feeling of alienation/nonalienation in one's personal development

Source: Allardt, E. (1976) "Dimensions of Welfare in a Comparative Scandinavian Study", *Acta Sociologica* 19: 227-239.

Quality of life index is calculated for different levels of social organization, so we have indicators for the levels of cities, local communities, regions, countries and the international community. The lower the level, the greater the number of sets of indicators that realistically reflect the quality of life (at the city level there are hundreds of indicators). Comparative analysis of the structure of national sets of quality of life indicators in developed countries and unions reveals substantial heterogeneity in the number and names of indicators and their basic meanings. Thus, for example, the U.S. use 12 sets of indicators, United Kingdom 15, New Zealand 9, the EU 8, and so on. On the other hand, the U.S. put a strong emphasis on human rights, the EU on family and personal wealth, and New Zealand and Australia on environmental quality. At the same time, there are no clear standards for quality of life or sets of indicators, except when it comes to individual environmental indicators (air, water, noise, etc.). All this aggravates comparing the quality of life levels among countries.

It can be seen in previously published analyses and reports that material wealth and emotional richness of ethnic groups are usually not compatible (material wealth - ex-

pressed problems related to alienation, drugs, antisocial behavior; material poverty - expressed problems related to diseases, shorter life expectancy, malnutrition, illiteracy, but with stronger emotional connections and greater humaneness). Hence, when a country insists on the "standards" it only takes into account its system of quality of life and its set of goals for further development, rather than internationally accepted standards.

Happiness is the basis of one's satisfaction with one's own life. It can be subjective and objective, because people constantly compare their subjective perceptions with objective conditions. Subjective state can be:

- positive (happiness, fulfillment, joy, contentment, self-confidence) and
- negative (poverty, depression, frustration and worry).

As the human condition, that is, subjective happiness of individuals, groups of people and even entire nations is a variable category, logical question may be posed: when and how to measure subjective happiness?

Statements obtained in either of the conditions, which are the results of the current mood, may be entirely different, and the outcomes unreliable. The sample size in this study does not significantly affect any result, because the change dynamics is extremely fast. It may well be said that the state of an individual is really bad or really good, with the dynamic shifts of mood. On the other hand, people can be happy in different ways. The influence of environment on subjective happiness is high, and the diagram below (Figure 2) shows how it is defined in specific countries.

Indicator name	Institution	Results			
		Year	Nations participating	1 <sup>st</sup> place	Serbia
Human Development Index (HDI)	UNDP	2006	177	Norway (0.965)	below 177 <sup>th</sup> place
Happy Planet Index (HPI)	NEF: New Economics Foundation	2006	178	Republic of Vanuatu (68.2)	-
World Values Survey	University of Michigan	1999-2001	78	Nigeria	81
Quality of Life Index	EIU: Economist Intelligence Unit	2005	111	Ireland (8.333)	75

↓

What are the human life aspects that make people happy?

**Fig. 2** Differences in the types of quality of life indicators

Source: Most and Least Livable Countries: *UN Human Development Index*, 2006; Marks, N., Abdallah, S., Simms, A., Thompson, S. *et al.* (2006); *The Happy Planet Index New Economics Foundation*, Ronald Inglehart *et al.* (eds.) *"Human beliefs and values: a cross-cultural sourcebook based on the 1999-2002 values surveys"*; *"The Economist Intelligence Unit's Quality of Life Index"*, The Economist.

The table in Figure 2 presents the following indexes:

- Human Development Index (HDI) - measuring life's hopes/expectations, literacy, education and income.
- Happy Planet Index (HPI) - the measurement that shows how ecological efficiency affects the happiness of people.
- World Values Survey - measurements that span all values of a country (from the geographical to socio-cultural values).
- Quality of Life Index - the measurement of objective quality of life in a country.

In order to determine the general subjective satisfaction with life, research has been conducted on a representative sample of more than 3000 persons of different ages, education levels and positions in society, as well as from different geographical areas. They are interviewed directly or by phone at different times during the year. The purpose of the interview is related to obtaining answers to the basic question: "How satisfied are you with your entire life?" The index of subjective satisfaction with life is obtained by analyzing the interview, which covers the following areas of life: living standards, health, accomplishments/achievements, relationships, security, social cohesion and secure future. The level of satisfaction is measured by a scale of eleven points (from 0 to 10 points), where 0 denotes complete dissatisfaction, and 10 full satisfaction with one's own life.

## 2. CONTRADICTIONS OF GLOBALIZATION AND ITS SOCIAL CONSEQUENCES

Globalization is changing the face of the world (economic globalization, political globalization, the globalization of culture) because it simultaneously intensifies social relationships on a global scale and influences the future of the planet as a whole. Modern society, shaped by the influences of globalization, is characterized by profound contradictions of the social processes and relations, great social inequalities and uneven social development. The paradoxes of globalization are reflected in the splendor and squalor of modern society, in the emergence of rich and poor societies, in intensifying the social and ecological crisis, in the development of subordination and domination processes and in the rise of the present-time crisis and crisis of the future [1, pp. 249-252].

As a dominant process of the (post)modern world, globalization belongs to very complex, multilayered and long-term processes, i.e., to the so-called total social phenomena, characterized with numerous contradictions. The essence of globalization is to allow free movement of financial capital along with limited movement of people.

Capitalism created in Western countries in one of their stages of evolution, after the Second World War, gave birth to the idea of globalization as the expression of strong tendencies towards the formation of a global society. The driving force behind the creation of a "world society" was the money that could not multiply, being confined to the boundaries of its own field. In this sense, globalization represents a meaningful way to peacefully create a space for the reproduction of money. It was the first time in human history that the money decided to expand "yet not through war but through peace" [5, p.23].

Depending on what it "brings" to them, different people (nations, states, societies, regions, classes) experience globalization in different ways and have more or less different attitudes toward it - widely ranging from uncritical glorification to irrational and complete rejection. There is no doubt that the world, marked by globalization, is getting more open

and increasingly interdependent. Today, there is much talk, of course, not incidentally, about the world market, the global news network, the world system, the global culture and even the global society.

People are becoming more open to others and more aware of their connection with others, and they increasingly link their (self) identity to broader cultural patterns. Parallel with such a pronounced process of acculturation (the interpenetration of cultures and civilizations) and with the planetary spreading of universal values (especially the techno-economic and socio-political ones), the general wealth of the world is increasing in its most varied forms. Thus, only during year 2004 the global economic wealth increased by about 5%.

A variety of indicators, namely, suggest that poverty, misery, inequality and social inequality worldwide are constantly expanding and increasing, simultaneously with the strengthening of the globalization process and the increasing of the total wealth of humanity. Although much more pronounced between countries and regions, social inequalities are also increasing within individual societies, even the richest ones.

#### **a) Poverty**

One of the most severe consequences of globalization is the evident increase of a rough social polarization in the world, according to the principle that the rich are becoming ever richer and the poor getting ever poorer, not only in relative terms. The most drastic figure in this context is certainly the one that is related to hunger. Namely, since the sixties of the 20<sup>th</sup> century to the present, the process of increasing world population developed from 3 billion to 6.7 billion persons on Earth. This is the increase by 2.3 times, while in the same period the number of hungry people has increased from 80 million (in 1960) to 925 million today. Despite the efforts of the international community (UN) to resolve this problem, the process is continually deepening.

Weak performance in this area can not be justified by anything, particularly by slow growth of agricultural production, because data show the opposite, as well as by demographic changes. In fact, poverty increases faster than population number. From 1980 to 1990, GDP in the world grew at a rate of 3.2% and the population growth rate was 1.7%, while in the next decade (from 1990 to 1999) GDP grew by 2.5% and population has increased at a rate of 1%.

While poverty is most pronounced in Africa, the biggest social inequalities exist in Latin America, but they are not much smaller in other parts of the world as well, including some of the most developed countries. Measured by the Gini coefficient, the countries with the greatest economic inequalities are Brazil (0.60), Guatemala (0.59), Paraguay (0.59), Chile (0.56), South Africa (0.59), Zimbabwe (0, 57) [18]. On the other hand, the least inequalities were recorded in the Scandinavian countries and in Austria and Japan. However, social inequalities are growing in most developed countries, too.

In the late nineties of the 20<sup>th</sup> century, two hundred richest people in the world managed to double the value of their property within only a few years. The deterioration in the position of the underdeveloped and developing countries is convincingly represented by the data of a slow process of their integration into the global economy, as well as dramatically rapid growth of debt in these countries. According to the World Bank, only 23 out of 93 developing countries may be regarded as more deeply integrated into the global

economy. Although global trade is experiencing a real explosion, only a small number of states benefit in the process (several developing countries, like some East Asian states, among them).

The question of the meaning, character, principles and rules of free trade has to be raised, since their application proved inefficient in a vast majority of countries. Why, for example, agricultural products of developing countries generally have no or very limited access to large markets of developed countries, but the opposite is not happening? State of the debt is even less favorable. Debts, especially their part related to the interest on loans, burden these countries so much that some of them have found themselves in unenviable positions.

The concept of poverty is not explicitly included in the basic international conventions on human rights. However, there is no doubt that poverty and misery deprive people of enjoying their basic human rights. An illiterate or under-educated person, who does not have a proper home and enough food, can participate neither in decisions about his/her own future nor in the management of state and society in which he/she lives. The exercise of civil and political rights presupposes much more than meeting the basic human needs such as access to information, education, health care and satisfaction of cultural needs.

Since the World Conference on Human Rights held in Vienna in 1993, the promotion and protection of human rights and fundamental freedoms began to be considered as priority goals of the UN, particularly with regard to international cooperation. In this period, there was a growing recognition of the link between poverty and human rights. The Committee on Economic, Social and Cultural Rights has expressed regret that policies to reduce poverty rarely take into account its dimension from the aspect of human rights, given that this approach to poverty can strengthen poverty reducing strategies and make them more effective. In defining poverty, the Committee adopted a broader concept of human rights according to which poverty is the human state characterized by "a permanent or chronic deprivation of resources, possibilities, choices, security and power necessary to enjoy a proper standard of living and other civil, cultural, economic, political and social rights".

The UN has designated the fight against poverty as one of the main activities of the Member States in the 21<sup>st</sup> century. The specific objective was to reduce the number of poor people who suffer from hunger and live on less than \$ 1 income per day and halve it by 2015 as compared to 1990. Despite the current trend of lowering poverty rates in countries in transition as opposed to the rapid increase of poverty during the nineties, the worrying fact is that it is on the rise in 37 of 67 poor countries [19].

Contradictory characteristics and consequences of globalization manifest themselves even more drastically in transitional societies. In fact, the very process of democratic transition is very complex, long lasting and contradictory, no matter what type of transition is involved. In addition, this process takes place, as a rule, in the less developed or even very underdeveloped countries. It is understandable that the results of this radical transformation in most of these societies have been very modest, be it in ideological-political, technical-economic, socio-cultural or spiritual sphere.

In other words, it is a historical, epochal transformation of totalitarian and authoritarian states and societies in qualitatively different, democratic and civil societies, or a transformation of the collectivist, closed, egalitarian societies into open societies of competition, risk, individual responsibility and uncertainty. These societies, or at least some of

them, are basically pre-political, pre-civil societies, whose key elements generally do not correspond with the characteristics and values of democratic society.

Some sources (including those from the United Nations and the World Bank) show that in Serbia about 20% of people live on less than one dollar a day, and even about 70% with two or less than two dollars a day. According to this indicator, Serbia is among the poorest countries in Europe. Unacceptable delay, that is, years-long simulation or meaningless and chaotic implementation of the transition process, is the key reason why mainly negative consequences of transition "popped up" in the social area. This is primarily related to the drastic social polarization, the extreme inequality between social groups in bearing the transition costs, the rapid increase of unemployment, the reduction or even forfeiture of many social rights, the amplification of social conflicts. All this stimulated a normally pronounced tendency of this (and alike) societies toward structuring around collectivistic and anti-democratic values, such as populism, nationalism, egalitarianism. The dominance of such values clearly indicates that this society is still dominated by a loyal subject instead of a free citizen, or allegiance instead of authentic civic awareness.

During the last few years, things have been getting better in this respect, but, unfortunately, very slowly and with a noticeable lack of commitment of key actors. Although, in truth, this is the matter of processes of long duration, the times we live in do not tolerate even a slightest hesitation.

#### **b) Human rights, the right to equality and prohibition of discrimination**

In the context of the concept of globalization as an integrative world process, it would be absurd to say that globalization creates inequality and discrimination. However, the reality is different. Globalization creates conditions at the global level conducive to the strengthening of discrimination and inequality. To confirm this assertion, it is enough to look at the statistics and to analyze, for example, the use of the Internet as an indicator of access to resources, and wonder who else is in the network. The fact is that a vast majority of the world's population is outside the Internet network [20].

If we further analyze who they are by race, gender and language, for example, the link between globalization and marginalization becomes illustrative [21]. This also applies to telecommunications that are the foundation of contemporary globalization. The important characteristics of use and access to telecommunications are gender, language, geographical coordinates and the level of income [15, p. 43].

In addition to these definitions, globalization creates a gap between urban and rural populations and contributes to further deepening of the gap between the haves and have-nots. In the areas populated with the rural majority, as it is on the African continent, globalization has not actually led to the improved quality of life.

Opening of markets, removal of customs barriers and trade liberalization do not guarantee benefits for all. On the contrary, current trends and effects of these policies indicate that they favor only the big and the rich to the detriment of the small and the poor. Paradoxically, the growth of integration, one of the momentums of globalization, yields very little gain to those who contribute significantly to the creation of goods and resources - to the workers, including migrants in particular. Migrants now constitute the "invisible state" within the European Union and the industrialized countries of North America. Migrants are increasingly faced with various limitations: they can not vote in



local and national elections, can not establish their own associations and, in many countries, can not be employed in the public sector [15, p.28].

The globalization of financial markets has rendered the welfare state senseless. With the parallel creation of global labor market, the social position of employees becomes more and more unfavorable and their social insecurity is increasing. "Some researchers of the modern society believe that modern neoliberal capitalism more and more resembles the capitalism of Marx's time, i.e. the capitalism of the 19<sup>th</sup> century. They base their views on several facts, which have not bypassed Serbia, as well. Thus, the percentage with which salaries participate in the GDP of developed countries is decreasing, while profits are growing. In addition, in the pursuit of higher productivity corporations are forcing employees to accept low and stagnant wages, unpaid overtime work and placing corporate interests above the interests of the family and even above life itself. Thus, the employees are required to perform various tasks during their working day, even though it does not correspond to their physical performance and professional training, with restraining from communication with other participants in the work process. Employees agree with all these, as well as many other adverse conditions, fearing a loss of employment. It has become a rule that the first measure in improving the profitability of companies is the dismissal of employees, who are expected to take discharge notices calmly. Often there are annual quotas for the layoffs of employees, regardless of their commitment and positive business achievements of the corporation. This practice is called 'company freshening'. All these changes point to the complexity of the impact of globalization in the context of the changing position of men in the working and living environment "[3, pp. 147-148].

The paradox is that increasing wealth and prosperity that globalization and market integration bring along lead to the growth of inequality and discrimination at the same time.

### **c) Impact of globalization on the status of women**

Numerous studies in this area, however, strongly support the view that globalization affects the status of women, but the effects vary by country, region and social class [10, p. 18]. It is generally assumed that the impact of globalization on women has both positive and negative aspects. For example, the establishment of new factories in export-oriented industries can create new employment opportunities for women and thus provide them sources of income and the basis for gaining economic independence [12]. On the other hand, a significant increase in female labor force participation in developing countries such as Malaysia, Thailand, Indonesia and the Philippines is accompanied by lowering of wages, worsening of working conditions and increase of job uncertainty, which creates conditions for an increase in poverty.

One of the UN studies has confirmed the fact that industrialization under the auspices of globalization is as much focused on women's labor as it is export-oriented. Women have gained the labor market in most countries that have adopted liberal economic policies. The total economic activity of women between 20 and 54 years of age approached the average rate of 70% in 1996 [22, p. 9].

In the race to attract foreign capital, many countries, particularly the developing ones, lower the guaranteed minimum cost of labor, labor standards and occupational safety standards and introduce tax relieves for investors, which ultimately have a negative impact on the

possibilities of employees and those who are looking for job to exercise their economic and social rights. In the creation of comparative advantages which would attract investment, the cost of labor decreases.

The phenomenon of demand for cheap labor leads to increased internal and external migration of women, while their vulnerability makes them easily accessible for both sexual and labor exploitation. A large number of under-educated and rural women, especially young ones, migrate to cities and developed countries in search of work. In the population of migrants, which is a vulnerable and marginalized social group by itself, they are the most vulnerable part for which almost all the mechanisms of protecting human rights are inaccessible. This is further complicated by the countries that receive migrants, because they do not provide them the possibility to enjoy and protect their basic economic and social rights.

#### CONCLUSION

The accompanying phenomenon of globalization is an increase of the uncertainty of individuals in various domains - on the economic, financial, cultural, labor-law, social, health, environmental, political and personal levels. The liberalization of finance, trade, investment and technology from the seventies of the 20<sup>th</sup> century has led to the technological boom and much faster flow of capital than in all previous periods, resulting in unexpected economic and technological opportunities for individuals. At the same time, the number of those who can enjoy the benefits of economic globalization is getting ever smaller. In addition to a series of positive integrative processes, globalization produces a range of consequences such as:

- increase in inequalities among regions, between countries and within countries, between individuals, as well as a steady growth of poverty; and
- increased level of vulnerability of people due to social risks, such as unemployment, poverty and crime.

The globalization improves the quality of life of many, but if the need to eliminate exploitation and discrimination is not taken into consideration, it also leads to a marginalization and social exclusion of entire regions of the world and social groups such as women, disabled, elderly, migrants, etc.

For many authors, the way out is to replace the market fundamentalism, whose only goal is profit, by the economic policy which will be focused of human rights, quality of life and sustainable development.

Why is this important? Because the current prevailing political trends that have shaped the concept of economic globalization are deepening inequalities, poverty and conflicts among people, thus preventing sustainable development and realization of economic and social rights of the vast majority of people. Many lose the possibility to participate in decision-making and to control their own space and resources.

Human rights represent universal principles. They can not be exercised or protected without the appropriate national and international legal framework, which includes effective institutions and mechanisms at both national and international levels, as well as adequate financial resources.

Globally, the above can not be achieved without the creation and functioning of mechanisms which would facilitate the control and definition of responsibilities regarding the respect of human rights, and which would be equally applicable in the international financial institutions and multinational corporations.

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## KVALITET ŽIVOTA I PARADOKSI GLOBALIZACIJE

**Petar Hafner, Nevenka Vojvodić-Miljković**

*Globalizacija, posebno ekonomska globalizacija, pretežno zasnovana na neoliberalnoj ekonomskoj logici i ostvarenju profita po svaku cenu, stvara uslove za jačanje paradoksa u vidu sve većeg i bržeg tehnološkog i informatičkog razvoja, s jedne strane, i povećanja broja onih kojima su ove pogodnosti nedostupne. Produbljuju se istorijske i postojeće nejednakosti po polnoj, rasnoj, etničkoj, nacionalnoj, klasnoj i ekonomskoj osnovi unutar i između država, podrivajući mogućnost ostvarivanja pravičnog i*

*održivog razvoja za sve. Paradoksi globalizacije ogledaju se u sjaju i bedi savremenog društva, nastajanju društva obilja i sromašnih društava, produbljivanju socijalne i ekološke krize, razvijanju procesa potčinjavanja i dominacije, pojavi krize sadašnjosti i krize budućnosti. Ovakav koncept razvoja koji povećava diskriminaciju marginalizovanih grupa naročito pogađa žene, što se ogleda u njihovoj sve većoj izloženosti siromaštvu, eksploataciji i društvenoj isključenosti. Ostvarivanje rodne ravnopravnosti, smanjenje siromaštva i drugih Milenijumskih ciljeva UN do 2015. godine nije moguće bez primene koncepcije razvoja zasnovane na poštovanju, unapređenju i zaštiti ljudskih prava, porastu kvaliteta života i održivom razvoju.*

**Ključne reči:** *koncept kvaliteta života, globalizacija–sociološki aspekt, paradoksi globalizacije.*