

I. V. TIMOSHENKOV

Doctor of Sciences (Economics), Professor,
Professor of the International Business and
Consulting Department,
V. N. Karazin Kharkiv National University,
Ukraine, Kharkiv
e-mail: ivtimoshenkov@karazin.ua
ORCID iD: <https://orcid.org/0000-0001-9241-9842>



INVASIVE MIGRATION AS A NEW DRIVER OF GLOBALIZATION: CONCEPTUAL APPROACH¹

This paper introduces the concept of 'invasive migration' – a process where migration acts as an uncontrolled force reshaping the cultural, social, and economic landscapes of recipient countries. Drawing parallels with biological invasions, the study emphasizes the loss of cultural specificity and the transformation of national identities. This concept provides a fresh perspective on modern global changes.

Key words: globalization, invasive migration, cultural change, forced migration, diasporas, assimilation, dissimilation, hard power, soft power.

JEL Classification: F22, O15, F01, Z13, I38.

Problem setting. The concept of *globalization* emerged and was formalized in the 1980s as a way to describe a qualitatively new stage in the operations of leading international companies across national markets. Based on the generalization of the practices of such companies, it was concluded that, although there still exist markets and situations requiring adaptation to the national specifics of individual countries (as is typical of multinational enterprises), the most advanced and promising strategic model was the transnational – or global – strategy employed by global corporations. As Leavitt (1983, p. 94) aptly put it: “*This makes the multinational corporation obsolete and the global corporation absolute.*”

This global strategy is characterized by the use of standardized technologies and solutions across all markets. By capitalizing on economies of scale, it allows

¹ © Timoshenkov I. V., 2025. Article is published under the terms of the Creative Commons License – Attribution 4.0 International (CC BY 4.0).
Available at <http://econtlaw.nlu.edu.ua>.

companies to meet consumer needs worldwide with standardized, affordable, and reliable products of acceptable quality. According to the scholars who laid the theoretical foundations of globalization studies, the rise of globalization was driven by objective economic rationality – mutual benefit for both consumers (through an optimal balance of price and product quality) and producers (through cost savings in production and distribution).

At the same time, the “non-economic” phenomena, processes, and trends associated with globalization were conceptualized as derivatives of economic factors – as consequences of *economic globalization*. On this basis, one of the key conclusions drawn was that globalization leads to the erosion and eventual disappearance of the distinctiveness and authenticity of national and ethnic institutions, which for centuries had been rooted in and reproduced through the cultural contexts of different countries around the world. As Leavitt (1983, p. 96) remarked, “*Ancient differences in national tastes or modes of doing business disappear.*”

These fundamental characteristics have shaped the general foundation for subsequent research on globalization – both in terms of theory and in the practical application of international comparative studies, such as globalization rankings.

Despite certain differences in how the very concept of «globalization» is defined and how its various forms and consequences are interpreted, mainstream scholars agree on the essential point: they maintain that globalization is driven by objective economic phenomena and processes, and they are convinced that it exerts a positive influence on the socio-economic development of all countries.

However, such attributes of globalization as the loss of self-identification and national identity among the populations of different countries are often unjustly marginalized in academic discourse. At best, they are considered only indirectly – as part of the broader context of economic processes and phenomena associated with globalization.

Globalization is typically understood as the increasing interconnectedness and integration of economies, societies, and cultures – driven by the deepening of international division of labor, the growth of international trade, the expansion of global business, and the emergence of new technologies.

However, such an approach often overlooks the new phenomena and forces that, under present conditions, are reshaping globalization’s current form. Specifically, there has been a shift from a dynamic led by the drivers of *soft power* – business, trade, culture, education, tourism, and sports – to a dynamic increasingly shaped by *hard power* – wars, forced displacement, refugees, and mass migration.

The a priori idealization of globalization within the dominant paradigm is most clearly and vividly manifested in the practice of international comparative research.

Globalization indices – presented as neutral and independent tools for operationalizing and measuring international phenomena and processes – are becoming increasingly ideologically charged and normatively biased.

A positive valuation of «being globalized» is embedded into the very methodology of these indices, which, in effect, precludes a critical assessment of phenomena such as the erosion of control, governability, and national sovereignty in strategically sensitive sectors. As a result, a country with more international linkages automatically receives a higher ranking.

Globalization indicators focus primarily on export-import operations, degrees of openness, and the free movement of resources, while largely ignoring parameters related to a country's social resilience. They do not account for the tensions that accompany globalization processes in specific societies – such as growing segregation, declining trust, and competition over limited resources. These effects fall outside the scope of index frameworks, despite being central to understanding the «dark side» of globalization.

Furthermore, these indices are largely insensitive to the demographic and identity-related dimensions of globalization. While they record the number of migrants as a statistical category (e.g., proportion of foreign-born residents, inflow of labor), they fail to capture the qualitative shifts in migration structures, the degree of integration of migrants into host societies, and the broader social consequences for recipient countries.

Against the backdrop of the migratory transformations of recent decades, it has become increasingly evident that the methodology for assessing globalization requires a fundamental revision. Migration should not be viewed merely as a consequence of globalization, but rather as an equal determinant and driver. Quantitative assessments of migration flows must be complemented by structural indicators that reflect the qualitative dimensions of migration. Evaluations of globalization should take into account the long-term effects on social resilience, conflict potential, and institutional adaptability. Without this, any comparison of countries' levels of «globalization» remains methodologically limited and incapable of capturing the actual configurations of risk and transformation.

The growing institutional and political anxiety surrounding the consequences of the current wave of large-scale, uncontrolled migration suggests that migration now constitutes not only a humanitarian or labor-related phenomenon, but also a systemic risk – one that affects not only recipient countries but the global community as a whole.

This evolution necessitates a reconsideration of established models of globalization and calls for the development of a new research agenda. The present study is conceived as a critical alternative to the dominant paradigm in globalization

studies. Its aim is to identify the place and role of migration as one of the key drivers of the current phase of globalization and, on that basis, to outline a new research program for globalization studies – placing at its center the novel academic concept of *invasive migration*.

Recent research and publication analysis. As a starting methodological foundation for this study, we chose to build upon the conceptual and methodological ideas developed and successfully tested in the works of scholars such as Galbraith (the theory of convergence; Galbraith, 1967), Kornai (seven major diseases of the modern economy; Kornai, 1986), Lakatos (the methodology of scientific research programmes; Lakatos, 1978), McCloskey (economics as rhetoric; McCloskey, 1998), and Klammer and Leonard (metaphors as tools of economic science; Klammer & Leonard, 1994).

The synthesis of these approaches confirms that the study of economic problems can be both valid and productive when the conceptual framework and methodological tools of the natural sciences – such as biology and medicine – are creatively applied. Moreover, the rhetorical method in economic analysis not only enhances the effectiveness and clarity of research presentation, but also plays a formative role in the very production of results.

In their work “*So What’s an Economic Metaphor?*” Klammer and Leonard (1994) explored the role and significance of metaphors in economic science and proposed a typology that distinguishes three principal types of metaphors: **pedagogic**, **heuristic**, and **constitutive**. This classification has proved to be a productive framework for identifying the functions and directions of metaphor use within economic discourse.

Pedagogic metaphors are aimed at presenting well-established scientific facts in a vivid and creative way. They serve to simplify complex concepts and make scientific ideas more accessible to a broader audience. Their function is primarily illustrative; they do not influence the internal logic of theoretical frameworks and can be omitted without undermining the coherence of an argument.

Heuristic metaphors (*Heuristic / Eksperimentell Framgangsmåte*), by contrast, are considered essential components of any research endeavor. Unlike pedagogic metaphors, which may be dispensed with, heuristic metaphors serve as analogies that model real-world phenomena or scientific concepts. Their construction in the form of vivid and expressive images is intended to direct the researcher’s attention to the core of the problem under study and to assist in selecting and justifying a general approach to its resolution. According to Klammer and Leonard, the use of such metaphors is a necessary condition for conducting successful research and for initiating the development of any scientific research program.

In a broader sense, any theoretical model that is articulated through analogical imagery can be understood as a heuristic metaphor.

Constitutive metaphors (*Constitutive / Konstruktiv*) define the overarching conceptual frameworks within which scientific research is conducted. They serve as the general methodological background for a given investigation and form the basis upon which pedagogic and heuristic metaphors are constructed.

This conceptual model can be applied organically to the development of the theoretical apparatus used in the study of globalization. Let us trace this logic step by step.

The aim of this article is to identify the role and significance of migration as one of the key drivers of the current phase of globalization, and, based on this, to outline the framework for a new research agenda on globalization.

Paper main body. Invasion, in ecology and biology (*invasio* – incursion, assault), is a term used to describe the intrusion of alien species into a given ecosystem, often resulting in the destruction of local biota. It refers to a real-world phenomenon and process observed in nature – for example, the rapid spread of *Heracleum sosnowskyi* (Sosnowsky's hogweed) across Europe, the Middle East, and North America.

Invasion as rhetoric. Here, invasion functions as a **constitutive metaphor** – a comprehensive conceptual framework that provides a systematic account of the processes of incursion and destruction within ecosystems by alien species. It offers a foundational structure for developing research programs and scientific schools within globalization studies. It also lays the groundwork for constructing the metaphor of *invasive migration*.

Invasive migration as rhetoric. This functions as a **heuristic metaphor**. It represents an image – an analogy of alien species invading ecosystems and damaging local biota. It directs attention to the destructive consequences of migration for recipient countries and serves as the conceptual core of a new research agenda in globalization studies.

These considerations appear to align with the general logic and principles of research program development, as compellingly argued by Lakatos: “*The programme consists of methodological rules: some tell us what paths of research to avoid (negative heuristic), and others what paths to pursue (positive heuristic). Even science as a whole can be regarded as a huge research programme with Popper’s supreme heuristic rule: ‘devise conjectures which have more empirical content than their predecessors’*” (Lakatos, 1978, p. 47).

Thus, the use of the term *invasive migration* is not only permissible but also justified within the evolving methodology of contemporary economic thought.

Invasive Migration: Definition and Key Characteristics

This article proposes the introduction of a working concept – *invasive migration* – into scholarly discourse. This term is analytically distinct from more common normative designations such as «illegal,» «forced,» or «uncontrolled» migration. The proposed definition is analytical in nature and aims to identify the structural transformations occurring in the reception, adaptation, and consequences of migration flows in the context of an increasingly globalized world.

In its most general form, invasive migration can be described as a process in which migration operates as an uncontrollable force that reshapes the cultural, social, and economic landscapes of recipient countries.

Much like biological invasions, invasive migration is destructive in character: it undermines the cultural fabric of the host society and replaces its institutional framework – both formal and informal – with structures brought by the incoming population.

As a result of invasive migration, national identity is transformed, and the cultural uniqueness and specificity of the recipient country are eroded or lost.

Invasive migration is a form of transnational population movement involving large groups, characterized by the following distinctive features:

- it occurs at volumes that exceed the adaptive capacity of recipient communities;
- it tends to be self-reinforcing (through chain migration, family reunification, and secondary flows);
- it leads to the transformation of the cultural, demographic, and institutional environment in recipient countries, regardless of the will or political decisions of their citizens;
- it receives systemic support from legal, humanitarian, media, and ideological mechanisms operating within the recipient countries as well as within the global community.

Thus, **invasive migration** constitutes a specific systemic mechanism of radical transformation for host societies.

The distinguishing features – the core attributes of invasive migration – and its differences from related concepts are presented in Tables 1 and 2 below.

Table 1

Distinctive Characteristics and Attributes of Invasive Migration

Attribute	Description
Ethnocultural identity	Marked ethnocultural differences between the native population of the recipient country and migrants, combined with the migrants' persistent maintenance of their own ethnocultural self-identification.

Attribute	Description
Multiculturalism	The recipient country has developed a system of formal and informal institutions that reject the primacy of national cultural and religious values and traditions in favor of external ones, primarily those represented by migrants.
Sociocultural dissimilation	The dissimilation of formal and informal institutions takes place within the recipient society, affecting the entire institutional system (language, culture, religion, law, education, labor market, national consciousness, and self-identification).
Institutional entrenchment	Existing institutions and organizations in the recipient country (NGOs, courts, media) legitimize the irreversibility of migration and shield migration policy from public pressure and demands for stricter immigration control, deportation of illegal migrants, etc.
Ban on criticism	Criticism of multiculturalism or migrants, as well as the dissemination of negative information (e.g., statistics on ethnic crime), is publicly condemned and framed as xenophobia, racism, or a threat to human rights.
Volumetric asymmetry	The scale of migration exceeds the demographic, institutional, and economic capacity of the recipient country to integrate and assimilate incoming populations.
Adaptive desynchronization	The pace of migration outstrips the development of institutional mechanisms for adaptation and integration in the recipient country.
Secondary expansion	Migration is not limited to primary flows of refugees or labor migrants; it continues in chain form (e.g., family reunification, secondary inflows, <i>jus soli</i> effects).

Source: Developed by author.

Invasive migration is not a statistical or legal category but an analytical-sociological construct proposed here to describe a qualitatively new type of migratory impact with a systemic nature. Therefore, it is meaningful to further elaborate this concept by comparing it with related terms commonly used in migration discourse. This comparison helps to highlight its distinctive features in a clearer and more expressive way (see Table 2).

Table 2

Conceptual Distinctions and Comparative Characteristics: Invasive Migration, Legal Migration, Illegal Migration, Forced Migration, Labor Migration

Concept	Defining Criterion	Relation to Invasive Migration
Invasive migration	Criterion of <i>invasiveness</i> – systemic destructive outcomes and consequences for the recipient country.	–
Legal migration	Criterion of <i>legality</i> – compliance with the legal norms of entry into the recipient country.	Legal migration may be either invasive or non-invasive.
Forced migration (<i>refugees</i>)	Criterion – <i>cause of migration</i> .	Forced migration may be either invasive or non-invasive.
Labor migration	Criterion – <i>cause of migration</i> .	Labor migration may be either invasive or non-invasive.

Source: Developed by author.

Invasive Migration: Empirical Justification of the Concept

The emergence and consolidation of the phenomenon of *invasive migration* is significantly – if not predominantly – driven by specific institutional anchors: cultural and institutional mechanisms that legitimize and perpetuate migration inflows into recipient countries, even in the presence of pronounced social tensions.

In the broader context of the ascendance of DEI ideology (Diversity, Equity, and Inclusion) and the associated cultural phenomena of *entitlement* and *wokeness*, an infrastructure of migration inclusionism has taken shape in most developed countries. This infrastructure comprises a range of legally codified elements, such as:

State-guaranteed unconditional social assistance for migrants, which often exceeds the basic support available to citizens of the recipient country – serving as a powerful incentive for migration;

Family reunification rights, enabling continued migration beyond labor or humanitarian grounds;

Birthright citizenship (*jus soli*), encouraging the creation of so-called “anchor babies” and securing permanent migratory presence;

Restrictions on the deportation of undocumented migrants and individuals without legal status, thereby reinforcing illegal migration.

Although these mechanisms are presented as guarantees of human rights, in practice they constitute a stable pull-factor structure that fails to adjust to changing social and demographic conditions. As such, they form the systemic foundation for the persistence and reproduction of invasive migration.

In the following section, we illustrate these theoretical propositions with empirical data.

One of the most prominent demographic trends in the European Union today is the absolute and relative increase in the number of migrants (see Figure 1).

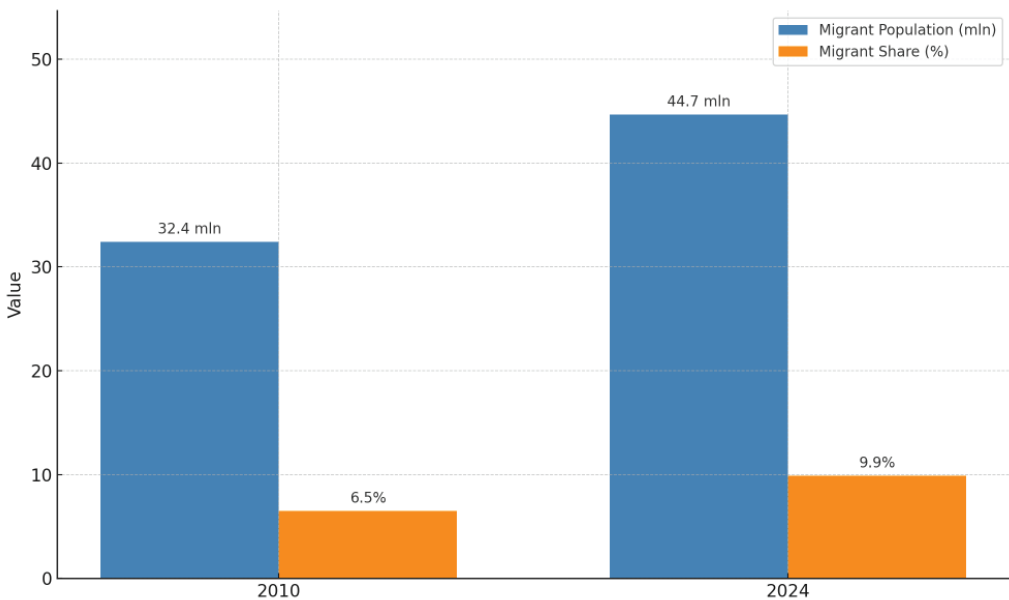


Figure 1. Migrant Population in EU: Absolute and Relative, 2010–2024

Source: Developed by author based on: Eurostat. (2025, February). *EU population diversity by citizenship and country of birth. Statistics Explained*. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=EU_population_diversity_by_citizenship_and_country_of_birth

At the same time, a significant and most rapidly growing segment of the migrant population consists of individuals originating from MENA countries (Middle East and North Africa), whose ethnocultural characteristics most closely align with the attributes of invasive migration (see Figure 2).

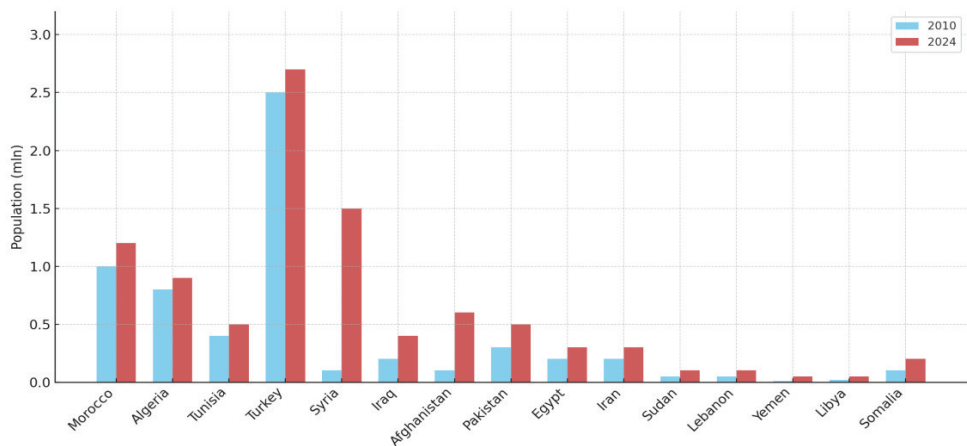


Figure 2. Growth of the MENA Migrant Population in the EU, 2010–2024

Source: Developed by author based on: Eurostat. (2025, February). *EU population diversity by citizenship and country of birth*. Statistics Explained. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=EU_population_diversity_by_citizenship_and_country_of_birth

Given the significant differences in the age and gender structure between the native EU population and migrants, it is highly likely that both the absolute and relative share of migrants within the overall population will continue to grow (see Figure 3).

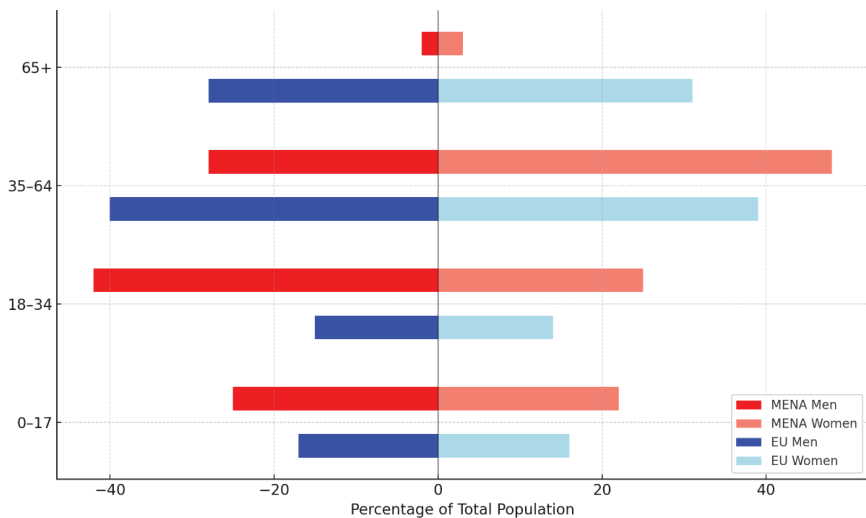


Figure 3. Population Pyramid: MENA vs EU, 2024

Source: Developed by author based on: Eurostat. (2024). *Demography of Europe – 2024 edition. Publications Office of the European Union.* <https://ec.europa.eu/eurostat/web/products-interactive-publications/w/ks-fw-24-004>; Eurostat. (2024, December 20). *Quality report on European statistics on population and migration – 2024 edition. Publications Office of the European Union.* <https://ec.europa.eu/eurostat/web/products-statistical-reports/w/ks-01-24-011>

Invasive migration is radically transforming the cultural and religious landscape of Europe: against the backdrop of a decline in Christian places of worship across all denominations, the number of mosques is rapidly increasing (see Figure 4).

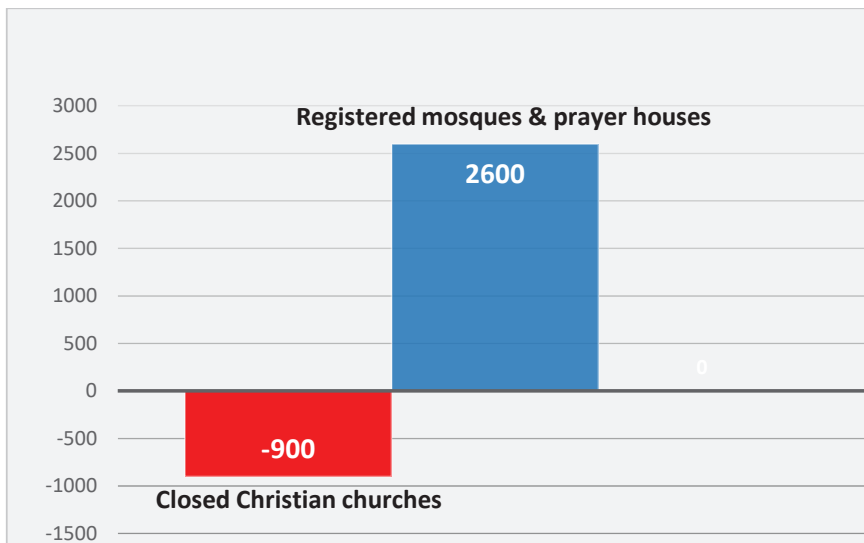


Figure 4. Changes in Religious Infrastructure in Germany, 2000s – 2020s

Source: Developed by author based on: Deutsche Bischofskonferenz. (2021). *Katholische Kirche in Deutschland – Zahlen und Fakten 2020/2021.* https://www.dbk.de/fileadmin/redaktion/Zahlen%20und%20Fakten/Kirchliche%20Statistik/Allgemein_-_Zahlen_und_Fakten/AH-325_DBK_BRO_ZuF_2020-2021_Ansicht.pdf; Pfündel, K., Sticks, A., & Tanis, K. (2021). *Muslimisches Leben in Deutschland 2020.* Forschungsbericht 38. Bundesamt für Migration und Flüchtlinge. <https://www.bamf.de/SharedDocs/Anlagen/DE/Forschung/Forschungsberichte/fb38-muslimisches-leben.pdf>; Evangelische Kirche in Deutschland. (2021). *Gezählt 2021 – Zahlen und Fakten zum kirchlichen Leben.* <https://www.ekd.de/gezaehlt-2021-zahlen-und-fakten-zur-ekd-66511.htm>; Goethe-Institut. *Modern Islamic Sacred Buildings in Germany.* <https://www.goethe.de/ins/id/en/kul/mag/21153384.html>; Tagesschau. (2025, May 29). *Klettern statt beten: Neue Ideen für ungenutzte Kirchen.* <https://www.tagesschau.de/wirtschaft/unternehmen/kirche-verkauf-umnutzung-100.html>

As a result of the intensification of invasive migration, the linguistic landscape of Europe is undergoing significant transformation. Figure 5 illustrates the growth dynamics of the Arabic-speaking population in six major European cities – Brussels, Paris, London, Berlin, Amsterdam, and Rotterdam – from the 1990s through the 2020s. While the proportion of Arabic-speaking residents was relatively low in the 1990s, the 2000s marked the beginning of a steady increase driven by migration flows. The most pronounced growth has been observed in Brussels, where by the 2020s Arabic became the primary language of home communication for over 23% of the population – significantly exceeding the levels recorded in the other cities.

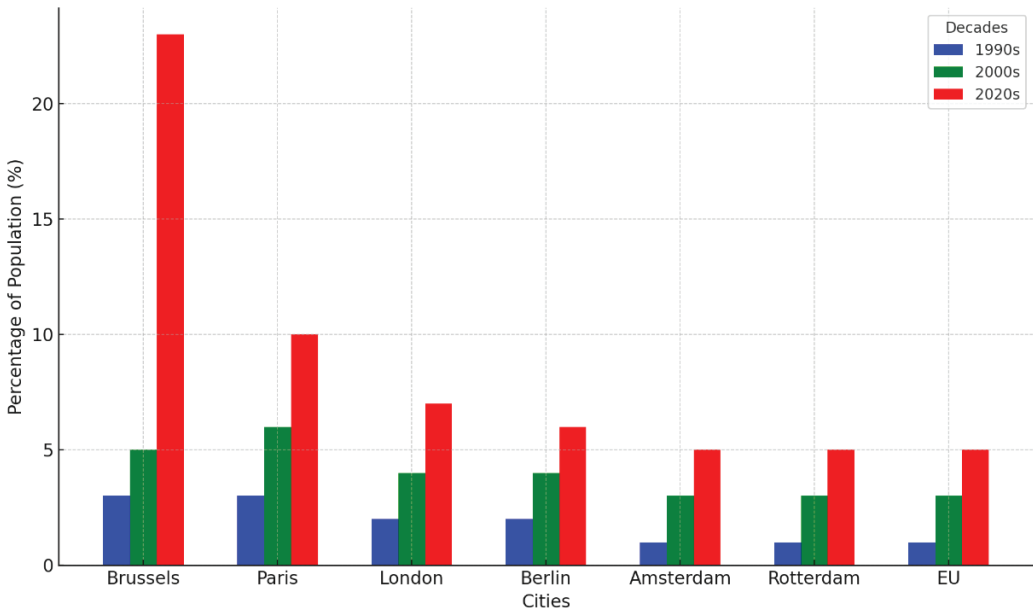


Figure 5. Growth of Arabic Speakers in Selected European Cities, 2000s – 2020s

Source: Developed by author based on: Brussels Institute for Statistics and Analysis.

(2023). *Mini-Bru 2023: Key Figures on Brussels*. Brussels-Capital Region. https://ibsa.brussels/sites/default/files/publication/documents/Perspective_Brussels-Mini-Bru2023EN.pdf; Pew Research Center. (2017, November 29). *Europe's Growing Muslim Population*. <https://www.pewresearch.org/religion/2017/11/29/europes-growing-muslim-population/>; Eurostat. (2021). *Migration and migrant population statistics*. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Migration_and_migrant_population_statistics; Abdelsayed, I., & Bellinzona, M. (2024). Language Attitudes among Second-Generation Arabic Speakers in Italy. *Languages*, 9(8), 262. <https://doi.org/10.3390/languages9080262>

Figures 6 and 7 illustrate the growth of the Islamic economic sector in the United Kingdom, represented by financial services and halal food production. Although the share of Islamic business in the national economy remains relatively small, as shown in Figure 6, it is experiencing dynamic growth and is poised to claim a significantly greater role within the UK economy (see Figure 7).

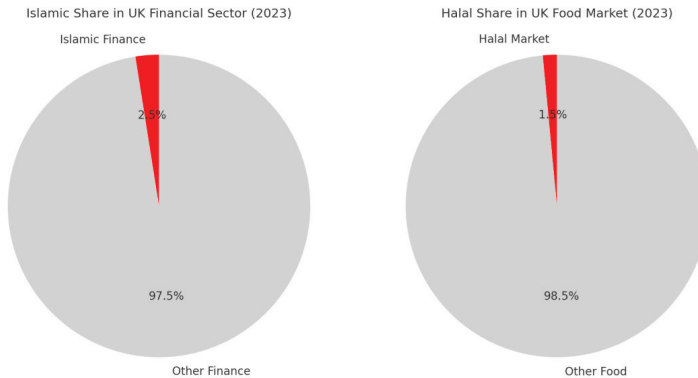


Figure 6. Share of the Islamic Sector in the UK Economy, 2023

Source: Developed by author based on: TheCityUK. (2024). *Key facts about the UK as an international financial centre 2024*. <https://www.thecityuk.com/our-work/key-facts-about-the-uk-as-an-international-financial-centre-2024/>; House of Commons Library. (2024, November 18). *Financial services in the UK*. <https://commonslibrary.parliament.uk/research-briefings/sn06193/>; IMARC Group. (2025). *Halal Food Market Size, Share, Trends and Forecast by Product, Distribution Channel, and Region, 2025–2033*. <https://www.imarcgroup.com/halal-food-market>; ReportLinker. (2024). *The United Kingdom Food Industry Outlook 2024–2028*. <https://www.reportlinker.com/clp/country/793/726373>

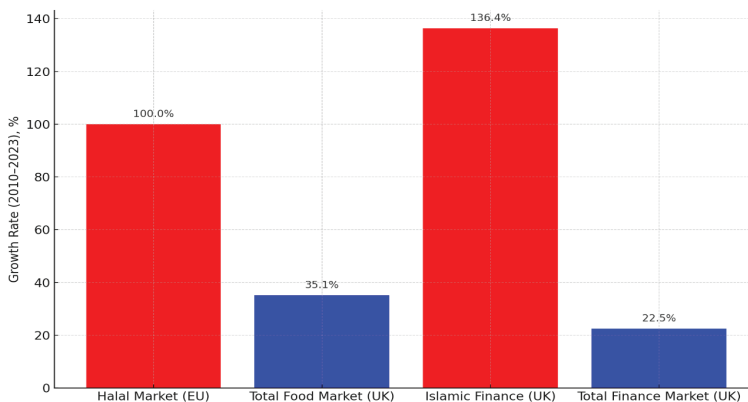


Figure 7. Growth of the Islamic Sector in the UK Economy, 2010–2023

Source: Developed by author based on: TheCityUK. (2024). *Key facts about the UK as an international financial centre 2024*. <https://www.thecityuk.com/our-work/key-facts-about-the-uk-as-an-international-financial-centre-2024/>; House of Commons Library. (2024, November 18). *Financial services in the UK*; IMARC Group. (2025). *Halal Food Market Size, Share, Trends and Forecast by Product, Distribution Channel, and Region, 2025–2033*. <https://www.imarcgroup.com/halal-food-market>; ReportLinker. (2024). *The United Kingdom Food Industry Outlook 2024–2028*. <https://www.reportlinker.com/clp/country/793/726373>

Conclusion. The current phase of globalization calls for a new conceptual foundation. This article introduces the concept of *invasive migration* – a process in which migration functions as an uncontrollable force reshaping the cultural, social, and economic landscapes of recipient countries. Drawing parallels with biological invasions, the study highlights the erosion of cultural specificity and the transformation of national identities. This concept offers a novel perspective on contemporary global transformations.

Invasive migration refers to large-scale, often sudden cross-border movements of people triggered by conflict, violence, or environmental disasters, resulting in significant and frequently irreversible transformations within host societies.

In the sociocultural context, invasive migration leads to a process of dissimilation – akin to biological decay – whereby host societies gradually lose core elements of their unique cultural identity. The absence of natural «antagonists» (i.e., traditional mechanisms of integration) within the host environment accelerates the restructuring of social norms, values, and collective memory.

Much like biological invasions, invasive migration is inherently destructive, dismantling the cultural fabric of the recipient society and replacing its institutional system with new formal and informal structures brought by the incoming population.

As a result of invasive migration, national identity is transformed, and the cultural uniqueness and specificity of the recipient country are eroded.

Invasive migration is a form of transnational movement involving large population groups, distinguished by the following key characteristics:

- it occurs on a scale that exceeds the adaptive capacity of recipient communities;
- it exhibits a tendency toward self-reinforcement (through chain migration, family reunification, and secondary flows);
- it brings about transformation of the cultural, demographic, and institutional environment in recipient countries, regardless of the will or political decisions of their citizens;
- it is systematically supported by legal, humanitarian, media, and ideological mechanisms present in recipient societies and within the broader international community.

Thus, invasive migration represents a distinct systemic mechanism of radical transformation within host societies.

REFERENCES

1. Abdelsayed, I., & Bellinzona, M. (2024). Language Attitudes among Second-Generation Arabic Speakers in Italy. *Languages*, 9(8), 262. <https://doi.org/10.3390/languages9080262>
2. Brussels Institute for Statistics and Analysis. (2023). *Mini-Bru 2023: Key Figures on Brussels*. Brussels-Capital Region. https://ibsa.brussels/sites/default/files/publication/documents/Perspective_Brussels-Mini-Bru2023EN.pdf
3. Deutsche Bischofskonferenz. (2021). *Katholische Kirche in Deutschland – Zahlen und Fakten 2020/2021*. https://www.dbk.de/fileadmin/redaktion/Zahlen%20und%20Fakten/Kirchliche%20Statistik/Allgemein_-_Zahlen_und_Fakten/AH-325_DBK_BRO_ZuF_2020-2021_Ansicht.pdf
4. Eurostat. (2021). *Migration and migrant population statistics*. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Migration_and_migrant_population_statistics
5. Eurostat. (2024). *Demography of Europe – 2024 edition*. Publications Office of the European Union. <https://ec.europa.eu/eurostat/web/products-interactive-publications/w/ks-fw-24-004>
6. Eurostat. (2024, December 20). *Quality report on European statistics on population and migration – 2024 edition*. Publications Office of the European Union. <https://ec.europa.eu/eurostat/web/products-statistical-reports/w/ks-01-24-011>
7. Eurostat. (2025, February). *EU population diversity by citizenship and country of birth. Statistics Explained*. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=EU_population_diversity_by_citizenship_and_country_of_birth
8. Evangelische Kirche in Deutschland. (2021). *Gezählt 2021 – Zahlen und Fakten zum kirchlichen Leben*. <https://www.ekd.de/gezaehlt-2021-zahlen-und-fakten-zur-ekd-66511.htm>
9. Galbraith, J. K. (1967). *The New Industrial State*. Houghton Mifflin.
10. Goethe-Institut. (n.d.). *Modern Islamic Sacred Buildings in Germany*. <https://www.goethe.de/ins/id/en/kul/mag/21153384.html>
11. House of Commons Library. (2024, November 18). *Financial services in the UK*. <https://commonslibrary.parliament.uk/research-briefings/sn06193/>
12. IMARC Group. (2025). *Halal Food Market Size, Share, Trends and Forecast by Product, Distribution Channel, and Region, 2025–2033*. <https://www.imarcgroup.com/halal-food-market>
13. Klammer, A., & Leonard, T. C. (1994). So, what's an economic metaphor? In P. Mirowski (Ed.), *Natural images in economic thought: «Markets read in tooth and claw»* (pp. 20–51). Cambridge University Press.
14. Kornai, J. (1986). *Contradictions and Dilemmas*. The M. I. T. Press.
15. Lakatos, I. (1978). The methodology of scientific research programmes. *Philosophical Papers, I*. Cambridge University Press.
16. Leavitt, T. (1983). The Globalization of Markets. *Harvard Business Reviews*, 61, 92–102.

17. McCloskey, D. N. (1998). *The Rhetoric of Economics* (2nd ed.). University of Wisconsin Press.
18. Pew Research Center. (2017, November 29). *Europe's Growing Muslim Population*. <https://www.pewresearch.org/religion/2017/11/29/europes-growing-muslim-population/>
19. Pfündel, K., Sticks, A., & Tanis, K. (2021). *Muslimisches Leben in Deutschland 2020*. Forschungsbericht 38. *Bundesamt für Migration und Flüchtlinge*. <https://www.bamf.de/SharedDocs/Anlagen/DE/Forschung/Forschungsberichte/fb38-muslimisches-leben.pdf>
20. ReportLinker. (2024). *The United Kingdom Food Industry Outlook 2024–2028*. <https://www.reportlinker.com/clp/country/793/726373>
21. Tagesschau. (2025, May 29). *Klettern statt beten: Neue Ideen für ungenutzte Kirchen*. <https://www.tagesschau.de/wirtschaft/unternehmen/kirche-verkauf-umnutzung-100.html>
22. TheCityUK. (2024). *Key facts about the UK as an international financial centre 2024*. <https://www.thecityuk.com/our-work/key-facts-about-the-uk-as-an-international-financial-centre-2024/>

Article details:

Received: 02 May 2025

Revised: 12 May 2025

Accepted: 27 May

I. В. ТИМОШЕНКОВ,

доктор економічних наук, професор, професор кафедри міжнародного бізнесу та консалтингу Харківського національного університету імені В. Н. Каразіна, Україна, м. Харків

ІНВАЗИВНА МІГРАЦІЯ ЯК НОВИЙ ДРАЙВЕР ГЛОБАЛІЗАЦІЇ: КОНЦЕПТУАЛЬНИЙ ПІДХІД

Постановка проблеми. Поняття «глобалізація» було запропоновано та конституювано в 1980-ті роки як визначення об'єктивної нової якості діяльності провідних компаній світу на національних ринках різних країн. На основі узагальнення досвіду цих компаній було зроблено висновок про те, що хоч у світі і зберігаються ситуації та ринки, які вимагають адаптації їхньої діяльності під національну специфіку конкретних країн (так поведуться багатонаціональні компанії), провідним і найбільш перспективним типом стратегії була визначена транснаціональна – глобальна стратегія ведення міжнародного бізнесу, притаманна глобальним корпораціям. Така стратегія передбачає стандартизовані технології та рішення для всіх ринків і за рахунок економії на масштабах забезпечує можливість задоволення потреб споживачів у всьому світі за рахунок стандартних – недорогих та надійних продуктів прийнятної якості. Таким чином, на думку вчених, які заклали основи теоретичних досліджень

глобалізації, її основу зумовила об'єктивна економічна доцільність – взаємна вигода як для споживачів товарів (оптимальне співвідношення ціни та якості товарів, які вони споживають), так і для їхніх виробників товарів (економія витрат на виробництво та реалізацію товарів, що виробляються).

При цьому «неекономічні» феномени, процеси і тенденції, пов'язані з глобалізацією, були визначені як похідні від економічних, як наслідок «економічної» глобалізації. І на основі цього врешті було визначено головний наслідок, результат глобалізації – стирання та зникнення специфіки та самобутності національних та етнічних інститутів, які до того століттями вкорінювалися в культурному контексті різних країн світу. Ці принципові характеристики сформували загальну основу подальших досліджень глобалізації як у галузі теорії, так і в практиці проведення міжнародних порівняльних досліджень – ренкінгів глобалізації.

Аналіз останніх досліджень і публікацій. Методологічну основу дослідження склали роботи вчених, таких як Дж. К. Гелбрейт (теорія конвергенції), Я. Корнаї (7 основних груп «хвороб» сучасної економіки), І. Лакатос (методологія дослідницьких програм), Д. Мак-Клоскі (економіка як риторика), А. Кламер та Т. Леонард (метафори як інструмент економічної науки).

Формулювання цілей. Незважаючи на певні відмінності як у визначенні самого поняття «глобалізація», так і в трактуванні різних аспектів її реалізації та її результатів, представники мейнстриму завжди були єдиними у визначенні її головних якісних характеристик: в основі глобалізації лежать об'єктивні економічні явища та процеси; розвиток глобалізації надає плідний вплив на соціально-економічний розвиток країн світу. При цьому такі наслідки глобалізації, як втрата самоідентифікації та національної ідентичності народів різних країн, незаслужено опинились на периферії дослідницьких інтересів і досі головним чином розглядаються лише побічно – у загальному контексті дослідження економічних феноменів та процесів глобалізації. Як своєрідну авторську альтернативу було визначено проблематику цієї публікації. Метою статті є визначення місця та ролі міграції як одного з провідних драйверів сучасного етапу глобалізації та, на основі цього, обґрунтування ескізу нової дослідної програми вивчення глобалізації.

Виклад основного матеріалу. Нинішній етап глобалізації потребує нової концептуальної основи. У цій статті вводиться поняття «інвазивної міграції» – процесу, у якому міграція діє як неконтрольована сила, що змінює культурні, соціальні та економічні ландшафти країн-реципієнтів. Проводячи паралелі з біологічними інвазіями, у дослідженні наголошується на втраті культурної специфіки та трансформації національних ідентичностей. Ця концепція дає новий погляд на сучасні глобальні зміни. Інвазивна міграція належить до великомасштабного, часто раптового переміщення людей через кордони через конфлікти, насильство або екологічні катастрофи, що призводить до значних і часто незворотних перетворень у суспільствах-реципієнтах. У соціокультурному контексті інвазивна міграція призводить до дисимі-

ляції – процесу, схожого на біологічний розпад, коли суспільство, що приймає, поступово втрачає елементи своєї унікальної культурної ідентичності. Відсутність природних «антагоністів» (традиційних механізмів інтеграції) в середовищі, що приймає, прискорює перебудову соціальних структур, цінностей і колективної пам'яті. Як і біологічні інвазії, інвазивна міграція має деструктивний, руйнівний характер, знищуючи культурну тканину країни вторгнення, трансформуючи та замінюючи її інституційну систему своїми формальними та неформальними інститутами. Внаслідок інвазивної міграції відбувається трансформація національної ідентичності, втрата культурної самобутності та специфіки країни-реципієнта.

Висновки. Сучасна глобалізація стосується не лише економічної взаємозалежності, а й глибоких змін у культурних і соціальних структурах. Визнання «інвазивної міграції» як ключового драйвера сучасних глобалізаційних процесів варто розглядати як започаткування – відправну концептуальну основу розроблення нової дослідної програми вивчення глобалізації, яка акцентує увагу дослідників на аналізі культурних, ідеологічних та етичних феноменів та процесів розвитку світової спільноти.

Коротка анотація до статті

Анотація. У статті вводиться поняття «інвазивної міграції» – процесу, у якому міграція діє як неконтрольована сила, що змінює культурний, соціальний та економічний ландшафт країн-реципієнтів. Проводячи паралелі з біологічними вторгненнями, дослідження наголошує на головних руйнівних наслідках інвазивної міграції – дисиміляції та втраті країнами-реципієнтами своєї національної ідентичності, самоідентифікації та культурної специфіки. Ця концепція дає свіжий погляд на сучасні глобальні зміни.

Ключові слова: глобалізація, інвазивна міграція, культурні зміни, вимушена міграція, діаспори, асиміляція, дисиміляція, жорстка сила, м'яка сила.

Стаття надійшла до редакції: 02.05.2025

Стаття пройшла рецензування: 12.05.2025

Статтю рекомендовано до опублікування: 27.05.2025

Рекомендоване цитування: Timoshenkov I. V. Invasive migration as a new driver of globalization: conceptual approach. *Економічна теорія та право*. 2025. №2 (61). С. 25–42. DOI: <https://doi.org/10.31359/2411-5584-2025-61-2-25>.

Suggested citation: Timoshenkov, I. V. (2025). Invasive migration as a new driver of globalization: Conceptual approach. *Ekonomichna teoriia ta pravo – Economic Theory and Law*, 2(61), 25–42. <https://doi.org/10.31359/2411-5584-2025-61-2-25>