



European Association for  
Research on Services

the XXIII International RESER Conference  
**Finding growth through service activities in  
barren times**



Conference Track D

# Internationalization of Services

4 sessions, 16 papers

## Foreword

- Services' Internationalization is addressed in its **broader dimensions, challenges and consequences:**
  - International trade in services
  - Competitiveness and convergence
  - KIBS & internationalization
  - Cultural aspects of internationalization
- Focus on **issues rather than on individual** contributions

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## The macro perspective

- A strong correlation between services development and economic growth was signaled: **investing in services could be in the benefit of the convergence**
- There is a strong correlation between the **global competitive position of an economy** and its position in terms of service related factors
- **KIBS**, in particular, have a significant contribution at enhancing technology transfers and inducing innovativeness to their client industries, thus increasing competitiveness and the readiness for internationalization in the benefit of the economy
- Economies benefit from the **trade in services**: developing economies can
  - procure from outside high value services that will fuel the economic dynamism but
  - can also valorize better their own distinctive competences abroad

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## The trade related perspective

- Trade in services increases with the liberalization of the trade in services (GATS) but it still lags behind trade in goods:
  - In some countries (Visegrad) it was shown that increased trade in services contributes to the tertiarisation of the economies and the import of KIBS in particular contributes to the internationalization of the effects of tertiarisation
  - Fast growing economies (BRICs) show a large diversity of evolutions and achievements in their trade of services following liberalization (for instance Brazil seems to profit from specialization in several knowledge intensive service activities, while a more active participation of Russia in the trade of services, and business services in particular is still to be achieved in the future)
- Evidence was provided that trade in goods might have a leveraging effect on the trade in services, while, at least in the case of Romania the correlation was found insignificant

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## The cultural perspective

- Culture has an important role in services' internationalization
- The culture of the recipient country may determine the choice of business models (which brings into discussion the organizational adaptability of the internationalized company)
- Use of foreign employees oblige organizations to address multiculturalism by establishing new forms of organizations, adapted motivational tools, forms of education and training (case studies from Sweden, Denmark)
- Internationalized companies have to prepare the staff to working as expatriates in a foreign country (Brazil)

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## What was missing?

### The focus on the European Union

- Services' internationalization has a very particular and practical meaning from the Single Market for Services perspective. There is an on going effort to achieve the integration of EU market for services, but there are many difficulties and still a lot to do.
- RESER can contribute with research, not only as a primarily an European Research Association, but also as a network or forum where important contributions on the topic can be brought from other regions of the world (as EU is a major player in the world economy)

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