



The XX International RESER Conference

“The Resilience of the Global Service Economy”, September 30th to October 2nd 2010, Gothenburg, Sweden.

The RESER conference 2010 in Gothenburg marks the 20th anniversary as the annual platform and meeting place for European researchers and policy makers working on services. RESER is an interdisciplinary European network of social scientists linked by a common interest in service industries and their territorial expression. The annual RESER research conference provides a unique opportunity for the exchange of ideas concerning the cutting edge of service research and is open to all researchers interested in these topics.

The RESER 2010 Award for life-time achievement in the field of services research will be presented at the RESER conference. The Award winner will present a key note lecture.

As in the past, we expect participation by the representatives of the European Commission and other policy makers. Businessmen and professional associations representing services sectors are also invited to attend.

Objective and main themes of the 2010 conference:

The Resilience of the Global Service Economy

Sub theme 1: Services as engine of regional economic development

Sub theme 2: The global service economy and international business; trade, FDI and sourcing

Sub theme 3: Value-adding activities at the interface of advanced services and manufacturing

Sub theme 4: Interrelation of public and private services in the welfare state

Sub theme 5: The role of creative and cultural industries for economic growth

During the financial and real economy melt down that the world has experienced over the last two years, almost all sectors have been hurt. Governments have struggled to keep the financial sector floating as well as creating a viable environment for business. Trade in goods and services have suffered and calls have been raised not to give in to pressures of economic nationalism and isolation, but rather to promote free trade and investment.

These challenges have increased the interest in and importance of resilience. Resilience refers to the capability and capacity of social (individuals, firms, regions, etc) and physical urban systems to withstand change. Resilience is a core concept in ecology, environmental sciences and psychology and is becoming central to debates that address social, community, ecological and economic resilience to environmental and socio-economic risk. Resilience operates on three levels. First generation resilience is the ability of systems to absorb shocks and to recover rapidly. Second generation resilience focuses on community resilience and the extent to which businesses, local government, community groups and citizens cope with and respond



to change. Third generation resilience is the ability of individuals, businesses, governments and communities to anticipate shocks and ultimately embed resilience through adaptation within everyday activities.

Due to the importance of the service sectors in the advanced economies they will play a vital role for the economic recovery, stabilization and turn around. They can both act as facilitators for economic resilience on various levels and show resilience as a more specific sector of the economy. The same is true for the growth in emerging markets. The resilience and innovativeness of the service economy will help to determine the long-term development of the economy as a whole. Knowledge intensive services constitute the platform of interconnection with advanced manufacturing, and regional economic development policies have to take further notice of the potential of the service industry. Areas that have been negatively affected through the downturn might reposition themselves to take advantage of services and service innovation. Innovative services are expected to play a major role in the restructuring and recovery of economies in the years ahead. Here it is necessary to explore and envisage what services will be able to have a long lasting economic impact and how this will reshape regional structures. Questions regarding the creative and cultural sectors must also be put into the perspective of economic development in combination with other forms of the experience economy such as tourism. In general, increased entrepreneurship connected to the service industry will also affect the possibility for economic resilience.

Another area that will help to determine the resilience of the global service economy is in trade and investment. An increasing challenge will face international service firms operating in a multicultural setting. Regulatory aspects need to be studied in order to better understand how they can facilitate trade and investment within services. Company strategy within various service sectors is another area that needs to be further studied in relation to the development of specific services and the choice of location. Also, cross-disciplinary attempts at combining management decisions, location and industry development within services have to play more important role.

Increased complexity between manufacturing and services has made it difficult to distinguish among clear cut categorizations. Rather the challenge lies within understanding and analyzing the value-added activities. This can be studied using an internal perspective that is focusing on a firm, or by an external perspective taking into account a complex web of activities. Knowledge creation can appear at different locations and through globalization be put to work in complex production networks. The recent downturn has showed the importance of sustainability of these networks if regions and individual firms are to show economic resilience.

The recent crisis has also shown the importance of the public sector service operations. The execution of new strategic policies to support the economy has been vital. In order for these policies to be effective the organization and innovative capability within the public sector services has to be improved. It has also brought new challenges to the development of the welfare state and social security systems. Countries need to tackle the problem of aging



populations, climate change and environmental challenges along with increased financial pressure.

In all above mentioned service fields, issues concerning necessary structural changes, innovation processes, pricing, collaboration models, as well as issues on how to approach these questions scientifically arise. Since its first international conference in 1990, the RESER research community has sought to identify and explore new service trends in a multidisciplinary context. The RESER conference is interested in studies ranging from the micro to the macro level. Papers that explore the issues related to sub themes 1-5 are especially welcome.

Papers can be conceptual, empirical or methodological. We welcome studies from social, geographical, business, economic, policy and management sciences, and particularly interdisciplinary approaches. Doctoral studies are also welcome.

Support for PhD students

RESER will financially support the participation of 4 PhD students to the conference.

On the basis of the extended abstracts submitted, 4 works will be selected and their authors will receive a grant of 500 € to fund travel, accommodation and conference fees. In order to be eligible for the grant, the PhD student must sign the paper as first author and will have to be in charge of its presentation at the conference.

The grant recipients will be contacted when all authors will receive the notification of acceptance of their papers (31st of May).

Publications

A selection of papers presented at the conference will be considered for publication in "The Service Industries Journal" (SIJ) published by Taylor & Francis group, "Economies et Societes" serie "Economie et Gestion des Services" (EGS), and in "Services Business" published by Springer. Selected papers will also be considered for an edited (eds. Prof. Cuadrado) book on services, territory and regions to be published by Springer during the first half of 2011.

Requirements for abstracts to be submitted:

- Title of paper
- Objectives
- Methodology
- Expected results

Maximum of two pages for the abstracts! (template will be available on the conference website)



Important deadlines:

- Submission of abstracts: April 6th, 2010
- Notification to authors of acceptance: May 31st, 2010
- Submission of final texts: August 30th, 2010

Official languages:

The official languages of the conference are English, French.

Conference venue:

School of Business, Economics and Law, University of Gothenburg,

Visiting address: Vasagatan 1.

Conference fees*:

Deadline	Regular fees	Students fees
Before July 16th	€300,-	€100,-
Before September 10 th	€350,-	€160,-
After September 10 th	€400,-	€200,-

Conference website: www.reser2010.se

Additional information on submission, registration, accommodation and program will be available by the end of February at the local website above.

*all conference fees include a one year RESER membership