

EDITORIAL

ReSeR Conference

In the period 20-22 September 2012, Faculty of Commerce from the Bucharest University of Economic Studies organized and hosted the 22nd international conference of the – **RESER–European Association for Research on Services** (www.reser.net). The conference was entitled "**Services and economic development: local and global challenges**". The details about the conference content were posted on the conference official site www.reser2012.ase.ro.

Five sub themes were proposed to the participants:

1. Services, spatial inequalities and territorial development: 25 papers
2. Service-products systems and new value chains: 30 papers
3. Service innovation and sustainable development: 32 papers
4. Services of general interest and economic austerity: 21 papers
5. Internationalization, trade and FDI in services: 19 papers

For the first time an invited session was organized to improve links with researchers from relevant areas of research. A reflection about social innovation was proposed. Three researchers have accepted to put their paper on line:

1. Heike Jacobsen from Brandenburg University of technology Cottbus (Germany)
2. Josef Hochgerner from Zentrum für Soziale Innovation
3. Jürgen Howaldt from Technische Universität Dortmund (Germany)

Like its previous editions the conference was a real opportunity for new knowledge contributions, exchange of ideas and experiences, initiation of new collaborations and lasting partnerships.

The scientific meeting occasioned to the academics, researchers and business people from the fields of economics and business administration valuable exchange of ideas on issues targeted with the services universe.

The opening event took place on September 20, starting at 9 and was held in Aula Magna of ASE Bucharest. In the chair, have spoken Prof. Dr. Pavel Nastase (Rector ASE Bucharest), Prof. Dr. Metka Stare (RESER Chairman), Prof. Peter Wood (University College London), Lisbeth Bahl-Poulsen (The European Commission, DG Enterprise) and Silviu Gabriel Szentesi, Vice President of the National Authority for Scientific Research.

From the participants, which honored us with their presence, we can mention the following:

- William B. Beyers, University of Washington, USA;
- Metka Stare, the president of the European Association for Research on Services (RESER);
- Peter Wood, University College London;
- Markus Scheuer, RWI Essen, Health Economics, Labour Economics, Germany;
- Walter Ganz, Fraunhofer Institute for Industrial Engineering – IAO, Germany;

- Silviu Gabriel Szentesi, vice-president of the National Authority for Scientific Research (ANCS);
- Lisbeth Bahl Poulsen, Public Relations specialists of the European Commission (Belgium);
- Marie-Christine Monnoyer, University of Toulouse 1 Capitole (Franța).

From the Romanian academic and research community participated and presented valuable and modern studies: prof. Ph.D. Gabriela Stănciulescu, prof. Ph.D. Alexandru Jivan, prof. Ph.D. Adriana Grigorescu, prof. Ph.D. Maria Ionciță, prof. Ph.D. Laurențiu Tăchiciu, prof. Ph.D. Gabriela Țigu, prof. Ph.D. Eugenia Costea, prof. Ph.D. Carmen Bălan, conf. Ph.D. Delia Popescu, conf. Ph.D. Claudia Țuclea, conf. Ph.D. Cristina Petrescu, lect. Ph.D. Dan Dabija, lect. Ph.D. Andreea Marin Pantelescu, lect. Ph.D. Diana Ioncica, Ph.D. Simona Moagăr Poladian and more.

The conference has received a total of 140 participants: country: 56 and from abroad: 84 (Belgium-2, Brazil-2, Canada-2, Germany-16, Denmark-4-7 Spain, Finland-6, France -15, Hungary-2, Italy-3, Japan-1-4 Lithuania, Netherlands-2 Norway-1-2 Poland, Portugal-3, Serbia 1, Sweden-5, Slovenia-1, UK-2, US-2, South Africa-1).

International Conference RESER was an important scientific event in Europe, pursued in its development by the European Commission, responsible for the scientific community with links to the most prestigious academic centers and by public officials and leaders in environment business.

Conference organizing team consisted of the following professors of the University of Economic Studies, Faculty of Commerce:

- Prof. Ph.D. Laurențiu Tăchiciu – RESER conference president and member in RESER Council starting with the year 2012;
- Prof. Ph.D. Maria Ionciță – service economy specialist;
- Lect. Ph.D. Andreea Marin Pantelescu
- Asist. Ph.D. Alina Iosif
- Prep. Ph.D. Daniel Zgură.

The event has been advertised on the site www.incont.ro, through a partnership agreement between the Bucharest University of Economic Studies and S.C. PROTV S.A. The article written (<http://www.incont.ro/economie/inovatiile-aduc-schimbari-pe-piata-muncii-bdquo-suntem-foarte-aproape-de-momentul-in-care-robotii-vor.html>) has led to an increase in the visibility of the event and to better informing the public regarding the newest research in the field of services.

The importance of the conference ‘*Services and economic development, local and global challenges*’, organized under the RESER aegis is supported by the unprecedented development of the services sector, especially during the last 3-4 decades.

Thus, nowadays, modern economy has as one of its pillars the positioning of services in the center of economic development, justifying the name of the current period - ‘a service society’.

This is characterized not only by the fact that branches of services such as informatics, education, research etc. are developed without limits, but also by the reality that in the sectors of material production (industry, constructions, agriculture) most of the functions fulfilled and activities performed involve services.

At the same time, we must notice that services development does not lead to de-industrialization, does not mean that economies can exist without a first rank industrial capacity.

With a contribution of approximately 70% of GDP worldwide, and about 25% in world exports, the services sector is undeniably the cornerstone for economic development and for the modernization of the economy.

Moreover, knowledge intensive service activities are of a crucial importance for competing successfully both globally and on local markets. Worldwide trends, among which – the expansion of

foreign direct investments and the international externalization of services are especially worth considering and also lead to the increase in the services' role in international trade.

In Romania, although the services sector appears to be in a process of development, compared to developed countries, starting with 2003 services have moved to the first position both as share in the creation of GDP and in employment. Thus, currently services contribute almost 50% to national wealth and create jobs amounting to 40% of total employment.

In this context, research in services is lately at the forefront of the concerns of researchers, academics and practitioners.

One of the basic pillars in this area is RESER, the most important organizations in the world in this field.

The European Association for **RE**search on **SER**vices (**RESER**) is a network of research groups and individuals active in services research and policy formulation, mainly located in European countries.

The Association was established in 1988 at a time when knowledge on service employment and industries was scarce and there was a limited understanding of the role of services in economic and social restructuring.

RESER members come from diverse disciplinary backgrounds: economics, management sciences, geography, sociology, psychology, political sciences and planning. Most are based in universities and independent research institutes, but some are employed in private firms, as researchers or consultants. RESER is active in many European countries and elsewhere.

RESER Conference, arrived at the 22nd annual edition, meant for teachers, researchers and doctoral students in our country, concerned in services research, a challenge and opportunity to make a valuable exchange of ideas with experts in Europe and beyond.

Organizing the conference in Bucharest, was also intended to encourage the Romanian research in the field and create a closer relationship with European research academia, but also to raise public administration and political environment in Romania on the importance of services to modernize and increase competitiveness.

The conference objectives included the revision of knowledge on the contribution of services to growth and development that can help policy making in services.

Prof. Ph.D. Maria Ionciã

Lect. Ph.D. Andreea Marin Pantelescu