

THE SEMINAR

This European seminar aims at developing appropriate concepts for the assessment, measurement and improvement of productivity in the services.

The postindustrialized economies are increasingly turning into service economies. Most of our mental schemes have been formed to manage object-economies. Our economic theories are based on an objectal conception of human needs. The essence of services however do not concern objects, but rather relationships.

The improvement of productivity in services, like communication, banking, management, administration, health, education, research or art, competitiveness of services in a world economy and employment in a service economy are issues which require a theory of services compatible simultaneously with a macroeconomic approach (within a national accounting framework) and a microeconomic approach (integrating managerial and occupational productivity criterion).

Productivity measurement involves the definition of output of services. It can be obtained from the decomposition of the value of an expenditure into its volume and price components. It can be obtained from indicators identifying the functional components of services which can be defined as access, regulation and creation processes underlying consumption, production and distribution (or exchange) activities.

A relevant approach of the service issues should consider services as the complex interface between economy and culture at the core of the socialization process. Individual and organizational skills, when regulated by proper mechanisms and incentives, can develop themselves as selforganizing systems adapting to changing environments, dealing with uncertainty and following various strategies and lifecycle patterns.

The cross fertilization between recent theoretical concepts, concrete measurement methods and productivity improvement practices in the field of services will be stimulated and European policy oriented implications examined in this multidisciplinary seminar.

ORGANIZERS AND SPONSORS

The Seminar is jointly organized by the following institutes:

- Centrum voor Economische Studies, K.U. Leuven with the collaboration of Prof. A.P. BARTEN;
- European Cooperation Fund, Brussels
- Members: R. GEORIS, Secretary General of the European Cultural Foundation (Amsterdam), R. MALDAGUE, Commissaire au Plan (Brussels); the FACULTY CLUB for the practical organization.

and sponsored by:

- The Commission of the European Communities, Directorate General of Sciences, Research and Development with the collaboration of R. PETRELLA and O. RUYSSSEN
- The Belgian Ministry of Sciences (D.P.W.B./S.P.P.S.) with the collaboration of Mr. STEINMANS, Secretary General and D. SPAEY.

The research is part of the FAST program, which focusses on a multidimensional analysis of scientific and technological changes and their long term effects on European policies.

Scientific coordinator of the Seminar: Dr. G. d'ALCANTARA, research director of the European Cooperation Fund.

PRACTICAL INFORMATION

1. *Registration secretariate and information*
General information may be obtained from
European Cooperation Fund
Froissartstraat 7 - B-1040 BRUSSELS (BELGIUM)
tel. 00/(0)2/230 96 71 - telex 65779 ESTART B
2. *Accommodation*
Accommodation (bed and breakfast) will be provided in hotels of Leuven.
The application form to make your hotel reservation effective, has to be send before the 20th of November. Other meals will be at the Faculty Club restaurant of the Groot Begijnhof.
3. *Welcome*
The Seminar will start on Friday December 6th, 1985 at 8.30 a.m. and end on Saturday December 7th at 4 p.m. at the Groot Begijnhof 14-15-16 - Faculty Club - 3000 Leuven - tel. 00/(0)16/22 04 75.
The participants arriving on Thursday December 5th will be welcomed at the Seminar Desk from 6 p.m. on.
Papers will be distributed to the participants at their arrival.
4. *How to reach Leuven and the Groot Begijnhof*
 - From Brussels: each 30 min. from any railwaystation of Brussels;
 - From Leuven Station: 30 min. walking; by mini-taxi (tel. (0)16/23 22 22) it should cost you maximum 120 BF.

Katholieke
Universiteit
Leuven

Centrum voor
Economische Studien



PROGRAM

EUROPEAN RESEARCH SEMINAR

CONCEPTS, MEASUREMENT AND IMPROVEMENTS OF
PRODUCTIVITY IN THE SERVICES

(with simultaneous translation in English and French)

organized by the

EUROPEAN COOPERATION FUND

and

THE CATHOLIC UNIVERSITY OF LOUVAIN (K.U. Leuven)

sponsored by the
FAST Program

Directorate General of Sciences, Research and
Development, Commission of the European Communities

LEUVEN

Friday and Saturday, December 6 and 7, 1985

EUROPEAN
COOPERATION FUND

FRIDAY, December 6, 1985

8.30 Reception.

9.00 Opening of the seminar by R. PETRELLA, Directorate General of Science Research and Development of the Commission of the European Communities; General introduction to the subject of the seminar by G. d'ALCANTARA, seminar coordinator.

SESSION I

The managerial and occupational approach of productivity in the services.
Chairman: T. HUBERT, Secretary General of the European Association of National Productivity Centers.

9.30 Ph. SADLER, Principal, Ashridge Management College, "Measuring the performance of private sector service companies in the UK".

Ph. d'IRIBARNE, Directeur de Recherche au CNRS, CEREBE, Paris, "Services et cultures nationales".

H. BUTT and B. PALMER, Director and Associate of the Price Waterhouse office of local government services, authors of "Value for Money", United Kingdom, "The use of performance measurement by politicians and public decision makers".

11.00 Coffee break.

11.15 Panel and general discussion

R. TALPAERT, Director of the Corporate Laboratory for Social Innovation and Productivity, Belgium,
G. PAULI, European Industries Forum, Belgium,
Ph. de BUCK van OVERSTRAETEN, Secretary General of Fabrimeal, Belgium,
G. VALENDUC, Fondation Travail Université, Belgium,

12.30 LUNCH at the Faculty Club Restaurant of the Groot Begijnhof

SESSION II

The empirical approach of productivity in services.
Chairman: A.P. BARTEN, Catholic University of Louvain (KUL) and CORE.

14.00 M. LEVITT, National Institute for Economic and Social Research, London, "Measuring productivity in government".

A.R. THURIK and P. KOOLMAN, Economisch Instituut voor het midden en klein bedrijf, and Central Bureau of Statistics, The Netherlands, "A two regime econometric model for the quality adjustment of services: a case from retailing".

M. GARBELLY, Université de Genève, "Graph theoretical approach to formalization of complex interactions".

15.45 Coffee Break.

16.00 Panel and General Discussion

W. NONNEMAN, University of Antwerp (UFSIA),

J.L. LANDE, Université de Paris I,

J. GADREY, Université de Lille,

G. BROSO, University of Torino, IRES, Italy,

A. RAJAW, Institute of Manpower Studies, University of Sussex.

17.30 Interruption.

18.30 Aperitive at the Groot Begijnhof.

19.00 Dinner at the Faculty Club Restaurant of the Groot Begijnhof.

20.30 **EVENING DISCUSSION**

"Employment policies and productivity in the service".

B. PREEL, Directeur du département services productivité sociale, BIPE, Paris.
J. SKOLKA, WIFO, Vienna.

22.00 Interruption

SATURDAY, December 7, 1985

8.30 Reception and coffee.

SESSION III

Formalized representations for productivity in the services.
Chairman: Cl. d'ASPEMONT LYNDEN, Catholic University of Louvain (UCL) and CORE.

9.15 P. RUYLS, University of Tilburg, "Measurement of productivity in non-profit organizations by means of private indicators".

R. SELTEN, University of Bonn, "Bureaucratic budget bargaining as a game of incomplete information".

11.15 Coffee break.

11.30 J.J. LAFFONT, Université des Sciences Sociales de Toulouse, "A normative theory of a public sector contracting with firms".

12.30 LUNCH at the Faculty Club Restaurant of the Groot Begijnhof

14.00 *General Discussion.*

a) Relevance of formalized models for the productivity in the services.

b) Suggestions for the research in a general theory of services.

15.30 Coffee break

SESSION IV

The role of the public sector in a service economy.
Chairman: J. DE BANDT, Directeur de recherche au CNRS, Nanterre, France.

15.45 a) "Regulation of new technologies and productivity in the services."
S. KUHLMANN and W. RETTBERG, G h K, Universität des Landes Hessen.
P. NYKAMP, Free University of Amsterdam.
b) "Stimulating competitiveness of the services"
H. SCHAUMBURG-MULLER, Institute of International Economics and Management, Copenhagen.
A. SAPIR, Université Libre de Bruxelles.

17.30 Final Statement.

19.00 Dinner in Town at Restaurant Mykene, Muntstraat 44, Leuven.