Index

accounting services 215, 216, 218, 220
acquisitions (takeovers) 69, 140, 215
advertising 99, 215
Aharoni, Y. 141, 162, 166, 169
airlines 92–3
Allen, J. 122
American Airlines 92–3
American Express 93
Andersen Consulting 177
Antonelli, C. 176
AOL 173
Arrow, K. J. 171
assets, intangible 17
assimilationism 21, 25
Association of Southeast Asian Nations (ASEAN) 91
auditing 215, 218
Austria
business services 142, 152, 153–4, 155
regional concentration 143, 152, 153–4, 155
auto industry 90–91
Baark, E. 177
Bagchi-Sen, S. 162
Baker, P. 17
balance of payments, data on 84
banking 93
Barbados 92–3
Bargas, S. E. 214
Barras, R. 20, 51
barriers to internationalization of services 196–202, 203–4, 218–20
Bartlett, C. A. 120
Belgium
business services 142, 143, 146, 152, 155
regional concentration 143, 152, 155
Bélis-Bourgouignan, M.-C. 119
Bellemare, C. 20
Bhagwati, J. N. 35, 36, 38
Barkinshaw, J. 177
Boddewyn, J. J. 166
Bonamy, J. 140
Brazil 41
Breathnach, P. 173
Brynjolfsson, E. 38
business services
externalization/outsourcing 2, 18, 94–5, 162
foreign direct investment (FDI) 139–40, 163–5
globalization and 138–40
growth in 2
international trade 163
internationalization of UK firms 161–80
factors influencing pattern of 168–71
findings of study 166–72
research strategy 165
resource-oriented activity 172–8
stages 166–8
regional concentration of innovative services 137–56
globalization and 138–40
implications for regional development 140–42
overview of European regions 142–51
regional profile of European regions by per capita income 152–4
Campbell, A. 17
Canada 22
Cantwell, J. 19, 43
car industry 90–1
Castells, M. 22, 211
Catalytic Software 93
Cavanagh, J. 18
Chadwick, M. 26, 27, 64
Chesnais, F. 19

255

Marcela Miozzo and Ian Miles - 9781781952924
Downloaded from Elgar Online at 08/26/2019 06:42:42AM
via free access
Cisco Systems 93
Clairmonte, F. 18
Clark, C. 36
Clegg, J. 34
cluster policy 227–8, 250–52
Coase, R. H. 38
Coe, N. M. 123
Compaq 126
competition 25, 59, 69, 190, 218
competitive advantages 17
coordination 219
EU policy 60, 61
for location of multinational/transnational corporations 19, 28
regulation of 60
competitiveness, internationalization of services and 67–70
computer software 64
consulting services 215–16, 219, 235
Coombs, R. 20
coterminality, services and 64
Cowling, K. 43
Cox, K. 122
Cuadrado-Roura, J. R. 140
Curtis, J. 173
customer care and support services 173
customization 62
Dalum, B. 38
Daniels, P. W. 27, 118, 126, 140, 219
data processing services 99
De Bandt, J. 140
Deardoff, A. V. 68
delivery 20, 203
Dell 130
demarcation between services and manufactures 33–52
internationalization and 41–4
indices 44–5
results of studies of multinational/transnational corporations 45–50
new international division of labour and 39–41
productivity criterion 36–9
tangibility criterion 34–6
Denmark
internationalization of services in 184–204
barriers 196–202, 203–4
characteristics of service internationalization 187–9
potentials 189–90
service characteristics 192–6
size of firms 190–92
survey design 185–7
deregulation 24, 25, 28
Dicken, P. 17, 18, 41, 117, 119, 120, 121, 126, 129
division of labour, international 18, 39–41, 141
downsizing 16
Dunning, J. 16, 19, 42, 63, 88, 126, 162, 168–9
Dutka, A. B. 178
economic growth 1
internationalization of services and 67–70
EDS 162
embodying of services in goods 64
Enderwick, P. 15, 16, 17, 34, 162
engineering services 220
Envirolink 233–7
environmental technologies firms 227–52
definition of environmental technologies 229–33
Envirolink and 233–7
internationalization 237–43, 245–7
marketing and professionalization and 248–50
modalities 243–5
non-internationalized firms 247–8
Esperança, J.-P. 162
European Union (EU) 3, 25, 216
competition policy 60, 61
foreign direct investment (FDI) in 74, 77–8
integration of services in 75–81
internal market 60–61, 67
international trade and 70, 71, 72–3
internationalization of services in 59–82
regional concentration of innovative services 137, 139–40, 142–56
Evangelista, R. 21, 22
externalization (outsourcing) 2, 18, 94–5, 162
Index 257

Fagan, R. 121, 130
financial services 17, 93, 101, 195, 218
accounting 215, 216, 218, 220
banking 93
insurance 92, 101
Findlay, C. 178
Finland
business services 142, 146, 152, 153, 154, 155, 206–24
consequences and obstacles in internationalization process
218–20
degree of internationalization
208–10
forms of internationalization
210–17
qualification requirements 220–23
regional concentration 152, 153, 154, 155
Fisher, A. G. B. 36
Fontagné, L. 66
Ford Motor Co 90–91
foreign affiliates 65, 89, 214–15, 246–7
data on 78, 85–6, 96–7, 99
integrated international production
and 89–90, 102, 119–20
intra-firm trade 95, 101–9
foreign direct investment (FDI)
business services 139–40, 163–5
data on 85
growth/competitiveness and 69
integration of services and 77–8
international trade and 66–7, 95–101, 110–11
in services 27, 73–4, 95–101, 110–11
US IT investment in SE Asia 117–34
conceptualization of international business and 119–22
dimensions of spatial variation 129–32
methodology of study 122–3
profiling 123–8
Forsgren, M. 126
France
service sector in 23, 142, 146, 152, 154
international trade and 163
regional concentration 143, 152, 154
franchising 27, 65, 166
François, J. T. 68
Freeman, C. 18
Frobel, F. 40
Gadrey, J. 140, 175, 176
Gago-Saldaña, D. 151
Gallouj, F. 175, 176, 214
General Agreement on Trade in Services (GATS) 25, 26, 60, 178
General Electric Corporation 93
Gentle, C. 177
Germany 22, 23
Ghoshal, S. 120
Global Services Network 25
globalization
innovative business services and 138–40
regionalization and 120–21, 126, 137
services and 1, 19
Goedegbuurte, R. V. 63
Goodman, D. 130
Gordon, R. J. 37
government and the state
internationalization of services and 24–8
multinational/transnational corporations and 19
see also policies
Gray, H. P. 35
Greenwood, R. 118
Grosse, R. 141, 169, 175, 176
Groundwork Trust 248
Groupware 172
Grubel, H. G. 34, 35
Hatzichronoglou, T. 62
headquarters 122, 126–8
Hedlund, G. 166
Helpman, E. 22
Hermelin, B. 208
Hewlett Packard (HP) 123, 126
Hill, T. P. 34
Hindley, B. 68
Hipp, C. 22, 219
Hitt, L. M. 38
Ho, K. 122, 126
Hoekman, B. M. 34
Honda 91
Hong Kong and Shanghai Bank 93
Index

Hood, N. 95, 166
Howells, J. 18, 51, 119, 177, 178, 206, 214, 215, 218, 220, 222
Hymer, S. H. 43

IBM 123, 126
Ietto-Gillies, G. 42, 43, 44
Illeris, S. 140, 141
India 41, 92, 93, 129, 173
information and communication technologies (ICT) 2–3, 15, 18, 33, 203
breakdown of demarcation between services and manufacturing and 36, 37
internationalization of services and 60, 61–3, 93
new international division of labour and 40–41, 141
productivity and 37–9
resource-oriented international service activity and 172, 173, 175–8
service sector innovation and 20
US IT investment in SE Asia 117–34
conceptualization of international business and 119–22
dimensions of spatial variation 129–32
methodology of study 122–3
profiling 123–8
Informix 132
Infosys Technologies 93
innovation
internationalization of services and 15–29
national systems of 18–19, 22, 23–4
in services 15–16, 19–24, 29, 35–6
services and 2
regional concentration of innovative services 137–56
institutions, standardization 18
insurance 92, 101
intangible assets 17
integration
conceptualization of international business and 119–22
EU service sector 75–81
international production 15, 16–19, 42–3, 89–95, 101–9, 119–20
of services 77–8
vertical integration 247
Intel 93
intellectual property rights 21
interaction, services and 64
internalization advantages 170–71
international division of labour 18, 39–41, 141
international production 15, 16–19, 42–3, 89–95, 101–9, 119–20
international trade
business services 163, 166–7
data on 70–3, 84
foreign direct investment (FDI) and 66–7, 95–101, 110–11
information and communication technologies (ICT) and 2
liberalization 3, 25
modes of 64–6
internationalization of manufacturing 41–50, 166, 210–11
internationalization of services 1, 3–5, 117–18
barriers to 196–202, 203–4, 218–20
data on transactions and 59–82
demarcation between services and manufactures and 41–4
indices 44–5
results of studies of multinational/transnational corporations 45–50
Denmark study 184–204
barriers 196–202, 203–4
characteristics of service internationalization 187–9
potentials 189–90
service characteristics 192–6
size of firms 190–92
survey design 185–7
environmental technologies firms in NW England 237–43, 245–7
marketing and professionalization and 248–50
modalities 243–5
factors promoting 60–63
Finland 206–24
consequences and obstacles in process 218–20
degree of internationalization 208–10
forms of internationalization 210–17
qualification requirements 220–23
growth/competitiveness and 67–70
innovation and 15–29
modes of 87–111, 243–5
evidence from data 95–109
reasons 88–95
policy changes and 24–8
study of UK business service firms
factors influencing pattern of
findings 166–72
research strategy 165
resource-oriented activity 172–8
stages of internationalization
166–8
types of service transactions 63–7
Internet 138–9, 172, 219
intra-firm trade 95, 101–9
investment 27
liberalization 3, 25
Multilateral Agreement on
Investment (MAI) 26
see also foreign direct investment
(FDI)
Ireland 41, 92, 129, 173
Japan
international trade and 70, 71
manufacturing sector in 22
multinational/transnational
corporations in 45
service sector in 22–3
Johnson, J. 166
John, R. 41
joint ventures 27, 66, 166
Kaldor, N. 36
Karsenty, G. 64, 65
Kirkpatrick, C. 126
Kitson, M. 36
Kravis, B. I. 92
Krugman, P. 22
Kverneland, A. 166
labour market 217
Lakha, S. 173
Landesmann, M. 22, 24
Larsen, J. N. 175
legal services 215
Lévy, B. 121
liberalization
international trade 3, 25
investment 3, 25
public services 26
licensing 27, 65
Lipsey, R. E. 69, 92
locational advantages 169–70
Lucas, N. 173
Lundvall, B. A. 18
McKinsey Co 162, 177
Malaysia 130
Mallampally, P. 15, 17, 25, 41
Mann, M. A. 214
manufacturing sector 230
demarcation with services 33–52
internationalization and 41–50
new international division of
labour and 39–41
productivity criterion 36–9
tangibility criterion 34–6
industrialization period 138
innovation in 20, 21, 22
internationalization and 41–50, 166, 210–11
production 162
international 16–17, 42–3, 89–95, 119–20
Markusen, A. 117
Marshall, J. N. 173
Marshall, N. 140, 151
Martinelli, F. 18, 22, 24, 208
Mason, G. 24
materiality (tangibility), criterion for
demarcation between services
and manufactures 34–6, 63
Mathew, J. A. 123
Maula, M. 218
Mercosur 25, 60
mergers and acquisitions 69, 140, 215
Michie, J. 36
Microsoft 126, 130, 131
Miles, I. 15, 16, 17, 20, 22, 36, 176, 206, 219, 249
Miozzo, M. 18, 21, 29, 51, 62, 88, 96, 172
Mirza, H. 120
mode of presence 27
Moore, K. 177
Morocco 93
Moulaert, F. 140, 219
Multilateral Agreement on Investment (MAI) 26
multinational/transnational corporations 2–3, 33, 87
changing modes of internationalization of services and 87–111
evidence from data 95–109
reasons 88–95
competition for location 19, 28
conceptualization of international business 119–22
international production 15, 16–19, 89–95, 101–9, 119–20
internationalization of services and 45–50
intra-firm trade 95, 101–9
regional headquarters 122, 126–8
technology and 19
see also foreign affiliates; foreign direct investment (FDI)

Nachum, L. 162
national systems of innovation 18–19, 22, 23–4
Nayyar, D. 27, 36
Nelson, R. 18
Nestlé 130
networking 217, 247
New York Life 92
North American Free Trade Agreement (NAFTA) 25, 60
Noyelle, T. J. 178
O’Farrell, P. N. 162
Oliner, S. D. 37–8
Oracle 126, 130
outsourcing (externalization) 2, 18, 94–5, 162
ownership advantages 169
Palmer, R. 42
Paquette, P. C. 173
Patel, P. 19
Pavitt, K. 19, 21
Pearce, R. 42
Peneder, M. 69
Peoples, J. 43
Perry, M. 18, 127, 128, 162
Peters, E. 95
Petit, P. 22, 24, 140
Philippines 173
policies
cluster policy in UK 227–8, 250–52
innovation and 22
internationalization of services and changes in 24–8
Pollett, C. 18
Poon, J. 120, 121, 127, 128
post-industrial society theories 15
Preissl, B. 39, 214
PricewaterhouseCoopers 162
Pritchard, B. 121, 130
privatization 26
process innovations 20, 21
product innovations 21
production
international 15, 16–19, 42–3, 89–95, 101–9, 119–20
national systems of 18–19
services 35
productivity, criterion for demarcation between services and manufactures 36–9
public sector 26, 232
qualification requirements, internationalization of services and 220–23
Quinn, J. B. 173
reciprocal arrangements 166
regional development policy 227–8, 250–52
regionalization 120–21, 126
concentration of innovative services 137–56
globalization and 138–40
implications for regional development 140–42
overview of European regions 142–51
regional profile of European
Index

regions by per capita income 152–4
regulation
of competition 60
reforms 60
deregulation 24, 25, 28
variations in 42–3, 172
Reich, R. B. 121
research, agenda for 28–9, 133
research and development (R&D) 22, 126
resource-oriented international service activity 172–8
reverse product cycle 20
Richardson, R. 173
Riddle, Dorothy 17, 140
Roberts, J. 17, 34, 140, 165, 175, 176, 178, 210, 215, 216, 217, 218, 219
Rönkkö, P. 218
Rubalcaba-Bermejo, L. 62, 139, 140, 142, 143
Rugman, A. 120
Ruigrok, W. 119
Sampson, G. P. 64, 68
Sapir, A. 34, 64
Sauvant, K. 15, 17, 96
Saxenian, A. 217
scale economies 18
Schiéstock, G. 211
scope economies 18
Sen, J. 162
servuction approach 20
Shrimpton, M. 18
Sichel, D. E. 37–8
Silvestrou, R. 22
Singapore
financial services 41, 93
foreign direct investment (FDI) in
US IT investment 122–34
Sirilli, G. 21
Smith, A. 68
Smith, N. 122
Snape, R. H. 64, 68
Soete, L. 18, 21, 29, 51, 62, 88, 96, 172
Solow, Robert 37
Sowels, N. 166
spatial variation dimensions 129–32
interregional 129–30
intra-activity variations 132
intraregional variations 130–31
spillovers 69–70
Stallings, B. 121
standardization 18, 62, 202
statistical data sources 67, 84–6
Stern, R. M. 34
Stevens, G. 69
Stigler, G. J. 38, 171
Stopford, J. M. 166
Strambach, S. 121, 217
sub-contracting 247
Sugden, R. 43
Sullivan, D. 42
Sun Microsystems 129
Sundbo, J. 173, 214
Swissair 92
Swyngedouw, E. 122
takeovers 69, 140, 215
tangibility, criterion for demarcation between services and manufactures 34–6, 63
technical services 215
technology
changing modes of internationalization of services and 88–9, 110
competitive advantages 17
multinational/transnational corporations and 19
services and technological change 1, 2
spillovers 69–70
standardization 18
see also environmental technologies firms; information and communication technologies (ICT)
telecommunications 3, 93
Telefonica (Spain) 93
Tether, B. S. 22
Toivonen, M. I. 206
Tomlinson, M. 17, 22, 36, 37
Tordoir, P. P. 222
Toyota 91
trade see international trade
transnational corporations see multinational/transnational corporations
Turnbull, P. W. 166
United Kingdom
cluster policy 227–8, 250–52
multinational/transnational
corporations in 45–6
new international division of labour
and 41
service sector in 22–3, 77, 142, 143,
146, 152, 153, 154, 155
environmental technologies firms
227–52
international trade and 163
internationalization of 161–80
regional concentration 143, 152,
153, 154, 155
United Nations
Conference on Trade and
Development (UNCTAD)
17–18, 45, 87, 88, 90, 91, 92,
102, 118, 119, 128, 163
CTC 162
United States of America
foreign direct investment (FDI) by
67
international trade and
95–101
investment in SE Asia 117–34
international trade 70–71, 163
FDI and 95–101
multinational/transnational
corporations in 45
service sector in 22, 23
international trade and
163
Vaitsos, C. 18
Valeyre, A. 140
van Tulder, R. 119
Vandermerwe, S. 26, 27, 64
Verbeke, A. 17
Verdoon, P. J. 36
vertical integration 247
Wagner, K. 24
Wallace, P. 173
Warf, B. 18
Warren, T. 178
Weinstein, A. K. 162
Wells, L. T. 166
Werner, R. 214
Wiedersheim-Paul, F. 166
Williamson, O. E. 38
Winter, C. 34, 64
Wong, P. K. 123
Wood, M. 119
Wood, P. 140, 142, 151, 162
World Bank 25
World Development Movement 26
World Trade Organization (WTO) 25,
26, 60, 67, 178, 184
WPP Group 162
Wymbs, C. 19
Yeung, H. 120, 121, 122, 127, 128
Young, S. 166
Zeile, W. J. 107
Zimny, Z. 25, 41, 96