

## Foreword

# Introduction

Faiz Gallouj<sup>1</sup>, Marja Toivonen<sup>2</sup>

<sup>1</sup> University Lille 1, CLERSE-CNRS (France)

<sup>2</sup> Aalto University, VTT Technical Research Centre of Finland

Contemporary economies are inescapably *service* economies, *innovation* economies and *sustainable development* economies. First, for several decades now, the tertiary sector has been the main source of wealth and job creation in all developed countries, and emerging economies provide another example of what can be called the Fisher–Clark–Fourastié law, reflecting a sectoral shift of the workforce from the primary to the secondary and then to the tertiary sector. Second, innovation and knowledge are considered the main drivers of socio-economic progress. While this argument is not new, the magnitude and rapidity of innovation and cognitive dynamics are greater than ever. This is the reason why modern economies are often labelled permanent innovation economies or knowledge economies. Finally, these economies are, or aspire to be, sustainable development economies, and green economies in particular. Thus, environmental issues are no longer considered only militant and utopian concepts but are now a major part of socio-economic and political discourses.

The articles included in this issue of the Journal of Inspiration Economy are devoted (independently or in an interlinked way) to these three themes which have obvious relationships with the inspiration issue: i) services and particularly cultural and creative services, ii) innovation and entrepreneurship in their various forms (technological and non-technological innovation, business and social entrepreneurship) and iii) sustainable development, particularly in its environmental dimension.

**E-mail:** <sup>1</sup> [Faiz.Gallouj@univ-Lille1.fr](mailto:Faiz.Gallouj@univ-Lille1.fr), <sup>2</sup> [marja.toivonen@vtt.fi](mailto:marja.toivonen@vtt.fi)

The first four articles of the issue are drawn from presentations made at the 24<sup>th</sup> annual Conference of RESER, the European Association for Research on Services<sup>1</sup>. This 24<sup>th</sup> edition of the conference coordinated by VTT (Aalto University) under the responsibility of Marja Toivonen is original in two respects. First, beyond the usual focus on business services and particularly on Knowledge Intensive Business Services (KIBS), the conference is also interested in special services hitherto neglected (at least within the RESER community): cultural and creative services. Then, another opening is made towards geographical areas underexplored from the perspective of service activities: emerging and developing countries such as Brazil, China or Syria.

The first paper by Bao Sen and Marja Toivonen is devoted to the cultural and creative industries in China. These activities are rarely addressed in the field of service economics to which they nevertheless often belong. They are sometimes analysed as part of innovation economics. Anyway, they are now recognized as important factors for economic growth and innovation and they are therefore taken seriously by public authorities, that implement supportive policies in their favour. The article analyses how the development of these activities is faced with Chinese national characteristics: centralized power, piracy, some creativity hampering dimensions of Confucianism defined as a philosophy promoting collective goods to the detriment of individual initiative.

The second article by Pedro Costa, Margarida Perestrelo and Giles Teixeira adopts a more microeconomic perspective. Its goal is to map visitors' experiences and their visiting styles in order to reinforce museum offers. The article distinguishes four main types of cultural experiences: (i) intellectual, (ii) emotional, (iii) social and (iv) recreational. On the basis of an empirical investigation conducted in two of Lisbon's museums, it analyses how these visitors' experiences and these behavioural types occur in different situations (types of audience categories): permanent collections, temporary exhibitions, other events. Thus the article identifies the main determining factors of the cultural behaviour such as socio-demographic categories (age, gender, professional status, nationality, place of residence, other cultural practices, etc.) and cultural habits (visits to other cultural facilities and events). It also derives from it a certain number of recommendations for business management and public policy.

As suggested by its title, the article by Noama Abbas and Véronique Cova is dedicated to the relationship between acculturation and customer perception of the physical environment of the service. The assumption is that there are significant differences in perceptions of the physical environment according to the degree of acculturation of customers. This hypothesis is tested in the case of a palace renovated and transformed into a restaurant in the old city of Damascus, Syria. The empirical investigation includes interviews with five different types of customers which illustrate different levels of acculturation: i) Syrian living in Syria, ii) expatriates (Syrian residing in France), iii) non-natives (Syrians of the second and third generation living in France) iv) foreigners (French living in Syria) and v) tourists (French residing outside Syria).

Culture is also at the heart of Cristina Castro-Lucas, Eda Castro Lucas de Souza and Fernanda Nogueira's article. Dedicated to Brazilian firms, this article examines how culture influences entrepreneurial and innovation skills. The cultural variables are expressed by the following dimensions: individualism/collectivism and verticalism/horizontalism. The analysis shows that the cultural form "horizontalism and collectivism" (in which individuals perceive the group as the source of their identity and have little confidence in their authority) is positively correlated with entrepreneurial and innovative attitudes.

1 This conference entitled « Services and New Societal Challenges: Innovation for Sustainable Growth and Welfare » was held from 11 to 13 September 2014 in Helsinki (Finland).

The following three articles (contributions by Moreira and Raupp, Cruz et al., and Naji et al.) have in common their dual focus on the sustainable development issue and that of the innovation and knowledge economy.

Marina Moreira and Eduardo Raupp's contribution is devoted to « reuse practices » in software services. These practices consist in reusing existing modules and solutions with a view to reducing costs and time and more generally seeking for sustainable development. On the basis of the theory of innovation in services (characteristics based approach<sup>2</sup>) and on a thorough survey of Brazilian firms, the article shows how these reuse practices can also lead to service innovation within the general framework of the so-called recombinative innovation model.

The article by Silvia Cruz, Sônia Paulino and Faïz Gallouj also addresses the question of service innovation in Brazil, from a sustainable development perspective. However it is local public services that are concerned this time. At the theoretical level, the paper is based on a new version of the innovation network concept developed within the ServPPIN project<sup>3</sup> in order to account for innovation dynamics based on partnerships between service firms, non market organisations (public, semi-public and third sector organisations) and citizens. This new concept of Public Private Innovation Network in services (ServPPINs) is mobilized to analyse innovation collaborations in the municipal solid waste treatment industry (landfills in the municipality of São Paulo) in the context of the implementation of the so-called Clean Development Mechanism (CDM). The paper identifies the organisational and relational competence gaps that are likely to hamper innovation in the service sector in question.

Education at all levels is clearly an essential lever for sustainable development. The article by Majda Naji, Phil Smith, Ana Vovk Korže, Nada Trunk Širca and Valerij Dermol analyses the role played in this field by higher education institutions (i.e. universities and colleges of higher education) through their research and teaching functions. This article focuses on the active strategies engaged to design curricula specifically devoted to « education for sustainable development ». It presents and discusses, in a benchmarking perspective, a set of experiments and good practices carried out in Slovenia.

The last contribution of this issue falls within the scope of the heading « expert point of view note ». It is devoted to the history of benchmarking and its role in inspiration. Within this note, Robin Mann, Head of COER and Chairman of the Global Benchmarking Network reviews the history of benchmarking and thoroughly analyses how it contributes to inspire individuals and organizations in order to meet as closely as possible social needs. This note also provides a prospective analysis of the relationship between benchmarking and inspiration.

<sup>2</sup> Gallouj and Weinstein (1997), *Innovation in services*, *Research Policy*, 26 (4-5), pp. 537-556.

<sup>3</sup> The ServPPIN project is a EU funded project within the FP7. It began in 2008 and ended in 2011. It brought together partners from the different following countries: France, the UK, Spain, Austria, Denmark, Norway, Slovenia and Hungary. The qualitative surveys conducted by the participating partners in the project helped to establish a database of 40 in-depth case studies of ServPPINs in the health, transport, knowledge-intensive services and tourism services. A synthesis of the main results of the ServPPIN project is provided in Gallouj, Rubalcaba, Windrum (2013).