CALL FOR PAPERS

International conference organized by the LAREEM and the CEPN-CNRS

Services and Retailing in Emerging Countries

Ecole Nationale Polytechnique d’Oran
(ex:ENSET)

Oran (Algeria), June 24-25, 2014
Retailing and service activities stand today for about 70% of the GDP and employment in most developed countries. Despite the persistence (and the sporadic resurgence in times of crisis) of some industrializing discourse which still consider the service sector as parasitical, slightly innovative or even poorly capitalistic, it must be admitted that it is becoming increasingly difficult, today, to question the economic leading role services play in the contemporary developed economies. In fact, as the main job providers and contributors to the added value in the last decades, services also determine the global competitive benefit of companies and nations (cf. see for example the significant title of F. Gallouj’s book published in 2002: *Innovation in the Service Economy, the New Wealth of Nations*). Services influence, indeed, quite directly the adaptation and innovation capacity of tertiary and industrial companies; in other words, their activities play a strategic part in the productive system. They are mainly network activities whose real economic significance can be seen in their numerous effects (in terms of flexibility, adaptability, competitiveness, etc.) over other economic functions.

Yet, most existing studies are devoted to the case of developed countries. Surprisingly, emerging or developing economies seem to be excluded from these political and theoretical debates. More precisely, the issue of trade and services in the emerging and/or developing countries can be summed up in two distinct and successive research trajectories.

- the first one dates back to the early 90s, and seems to have waned these last years, analyzes the question of services through the needs of multinational companies or, more accurately, their subsidiaries located in the southern countries;
- the second one, which emerged in early 2000, was fueled by the studies undertaken in many developed countries on relocation and outsourcing of services.

These works researches are, though, quite fragmented and far from the substantial stakes they are and will be representing for emerging countries. First, it is observed that they mainly target services which are usually described as productive, in other words, business services (consulting, audit, ICT services).

Literature related to retailing and household services remains quite limited (both in quantity and quality). However, one cannot deny the fact that in all the countries in question, there has emerged a middle class which is made of highly service-consumers. Thus, economic development and growth, in emerging countries, are, to a large extent, supported by growing domestic demand (of the
household). A certain number of studies on retailing analyzed the way in which middle classes have contributed to the acceleration of the development of modern forms of retailing (hypermarkets, supermarkets, or even e-commerce).

In this respect, another issue, poorly investigated by researchers, seems to be promising as far as we are concerned with studies on services and trade in emerging countries, namely, the acceleration of horizontal commercial relations, i.e. among emerging countries themselves… For instance, one can mention the progress of Turkish retailing in the Maghreb… or the spread in sub-Saharan Africa of Maghreb-based banking and insurance services and consulting and research services …

The aim of this conference is to assess the state of the art as well as to update our knowledge on trade and services in developing and emerging countries in the light of the changes taking place in the service sector. It also intends to bridge the gap of research in services and trade in these countries.

The presentations are expected to tackle a number of disciplinary fields (management, economy, sociology, or even geography and planning…) and can be theoretical, empirical or methodological. The concerns can be general and related to the future and perspectives of services and trade in emerging countries, or of a « micro » nature, dealing with company and consumer behavior in these countries.

All issues related to services and trade (innovation, HRM, strategy, marketing, operations…) are welcome and will be subject to the organizers’ attention as long as they deal with emerging and developing countries.

Following is a non-exhaustive list of possible topics. These topics are at the heart of the research concerns of the RESER, the leading European research association on services.

**List of Possible Topics**

- Services and economic development
- Consumer and service relations
- Services, poverty and consumption
- Trade and retailing in emerging countries
- Traditional retailing vs modern retailing
- Tourism and its stakes
- Services and MNC
- International trade in services
- Outsourcing and relocation in services
- Externalization-internalization in services
- Innovation, R&D, entrepreneurship and services
- NICT and services/trade
- Hospitals and health services
- Clusters and public-private partnerships
- Services, productivity and performance
- Services and employment dynamics
- Retailing and service jobs prospective
- Call centres and HRM
- Public policies and services
- Services and sustainable development

It is noteworthy to mention that two specialized « tracks » will be organized during the workshop sessions. The first one will gather presentations dealing with trade and retailing and the second one those concerned with the issue of tourism. A third specialized track will possibly be organized according to the conference requirements.

**Scientific committee**

Pr. AMINE Abdelmajid (IAE G. Eiffel, Université Paris-Est Créteil, UPeC)
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Review Procedure

Papers can be submitted in French or in English. They will be subject the classical procedure of a double-blind review based on pre-formatted reading grid.

Projected calendar

Submission of abstracts (300 to 500 words) : 15 December 2013
Submission of papers : 15 March 2014
Reviewing results : 15 April 2014
Corrected papers : 10 May 2014
Final acceptance : 20 May 2014

Submission Procedure and instructions to participants

Abstracts and papers will have to be sent in e-format jointly to :
Camal.Gallouj@univ-lille1.fr
benziane_baki@yahoo.fr

Norms of presentation

The submission format will have to abide by the following instructions :
- The first page will contain the name and professional status of the author and the title of the presentation.
- The second page will contain the title of the presentation, its abstract in French and English and 4 to 5 keywords.

- The text will be in a Word format, Times 12, A4 format, 2,5 cm margins, simple spacing, and 15 to 20 pages.

Presentations should not include annexes (tables, diagrams, images and other additions in black and white), which have to be inserted in the text.

The parts will have a simple numbering : 1., 1.1., 1.1.1., etc.
- Title : times 16 in bold print
- Name of author : times 14 in bold print
- The words Summary and Abstract : times 16 in bold print, then the content in times 12
- Title 1. : Times 14 in bold print
- Title 1.1. : Times 12 in bold print
- Conclusion : Times 14 in bold print

- Bibliography : Times 14 in bold print, then content in times 12, following the model below :
  - Book : name of author and initial of first name, date of publication, Title of book, Publisher, Place of publication, (example : Gadrey J. (2003), Socio-économie des services, Repères, La découverte, Paris).

**Valorization**

A selection of the best papers will be published in :

1. A special issue of « Economie et Société » série EGS (Economie et Gestion des Services) ;

2. A special issue of « Journal of Innovation Economics »

3. A book publication in France (Editions EMS-MPE)

Contacts with other indexed journals are ongoing.

**Contacts**

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Registration form
Conference
« Services and retailing in emerging countries »

Name : ………………………………………………………………………………………………………

First name : ………………………………………………………………………………………………

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Will take part in the conference « services and retailing in emerging countries», June 24-25, 2014, ENPO, Oran, Algeria

Registrations fees 150 € (registration before May 1, 2014) 250 € (registration after May 1, 2014),
Registration fees include housing, lunches, coffee breaks, gala dinner and publication.

☑ In-place payment in dinars or foreign currency (against receipt)

(Dinars being non convertible, the common procedure of «order form » is extremely hard to apply)

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Or
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