

ный кодекс Республики Беларусь — по многим пунктам не соответствует российскому и нормам ЕС, что нежелательно для граничащих государств.

5. *Развитие современной таможенной и транспортной инфраструктуры.* В Республике Беларусь разработана Концепция развития приграничной инфраструктуры автодорожных пунктов пропуска на Государственной границе Республики Беларусь на период до 2015 г. Однако реализуется данная Концепция достаточно медленно.

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## **SERVICE SECTOR IN THE GLOBAL ECONOMY**

### **СФЕРА ОБСЛУЖИВАНИЯ В ГЛОБАЛЬНОЙ ЭКОНОМИКЕ**

Services play an important role in the global economy. Services account for almost 70 % of the world GDP and have a major impact on employment. They represent more than one fourth of world trade and are also the fastest growing sector of the world economy. (World Bank 2008.) The growth of foreign direct investment in service is reshaping the world FDI patterns. This can be seen in the shift towards service FDI and in changes in the industry composition of service FDI, which has traditionally concentrated on trade and finance, but is now witnessing a more dynamic growth, notably in sectors such as electricity, telecommunications, water supply and business services. (UNCTAD 2004.) Considering the above mentioned facts it is obvious that the efficient production of services is critical to the welfare of any society.

The share of services (as a percentage of GDP) in total value added in the economy of Belarus has been growing steadily, reaching 51 % in 2007 (World Bank 2008). This figure is lacking behind many developed countries suggesting that there is unrealized potential in the service sector of Belarus. The shares of agriculture and industry in value added have slightly diminished in recent years and this trend will continue if the economy of Belarus becomes more diversified. Developing the service sector and the possibilities for international involvement in the service sector will enhance economic growth in the economy of Belarus as a whole. Service innovations are a critical factor in this development.

Internationalization of services world wide is a fairly new phenomenon. Traditionally, services have been perceived as local establishments with locally produced solutions (Gronroos 1999). The growth of services globally is a result of technological development, changing demographics and trade liberalization. Advancements in information technology and transportation make trading of services across national borders easier, faster and more economical. The demand for services is rising as people be-

come more affluent and have more leisure time. The establishment of the General Agreement on Trade in Services (GATS) has reduced barriers to international trade and created more opportunities for service internationalization. (Javalgi & White 2002.) Despite this positive progress, many tariff and non-tariff barriers to cross-border transactions in services remain.

Services possess specific characteristics that differentiate them from goods and influence the way service firms organize their foreign operations (Knight 1999). These characteristics of services pose unique challenges for marketing services and these challenges are emphasized in international context (Javalgi & Martin 2007). An academically interesting and managerially relevant question is, whether results from studies conducted in the manufacturing sector can be applied in the service sector. A number of studies have centred on this question, but the results are controversial, especially in the foreign entry mode literature. The controversy over the applicability of traditional internationalization theories to the service context is partly due to the heterogeneity of the service sector. In order to reach consistent results in empirical research, the heterogeneity of the service sector must be reduced by some form of categorization, such as the classification scheme of hard and soft services (Erramilli & Rao 1990). More research on the international operations of service firms is needed to fully understand the phenomenon and its impact on the global economy.

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### **ТЕНДЕНЦИИ РАЗВИТИЯ МИРОВОЙ ТОРГОВЛИ И ИХ МОДИФИКАЦИЯ В УСЛОВИЯХ ЭКОНОМИЧЕСКОГО КРИЗИСА**

Процессы глобализации усилили взаимозависимость стран, что нашло отражение в развитии мировой торговли товарами и услугами, формировании определенных тенденций, среди которых следует выделить следующие:

- высокая динамика международной торговли и опережение темпов ее роста над темпами роста мирового ВВП;
- значительное увеличение обмена узлами, деталями, компонентами, изготавливаемыми на предприятиях, расположенных в различных странах, вследствие углубления международной производственной кооперации;
- превышение темпов роста торговли услугами темпов роста торговли товарами, в том числе наиболее динамичная торговля деловыми услугами;
- изменение соотношения сил между ведущими субъектами мировых рынков (в 1980-е гг. — ослабление позиций США, Англии, Франции, повышение — Германии, Италии, Японии; в 1990-е гг. — стабили-

153

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