



CALL FOR PAPERS

V REDLAS CONFERENCE

**SERVICES, TECHNOLOGY AND INTERNATIONAL TRADE:
Trends, challenges and opportunities for Latin America**

04-05 October 2016, São Paulo, Brazil

Local organizer: Mackenzie Presbyterian University

In co-operation with: ALES, ECLAC, Getulio Vargas Foundation, and the University of Chile

The Latin American Network for Research on Services (REDLAS) (www.redlas.net) is a community of researchers and specialists actively involved in researching trade in services and policy making. Members come from a wide range of academic backgrounds (business administration, economics, geography, political science and sociology). Most are based at universities or research institutions, while others work in government, international organizations and the private sector. REDLAS has organized four conferences throughout the region, mainly, in Brazil (2010), Chile (2012), Mexico (2014), and Uruguay (2015). REDLAS is an Association with legal standing in Chile and is supported by the European Association for Research on Services (RESER) (www.reser.net).

The fifth REDLAS conference proposes the following four areas of focus:

1. Technology, service innovation and business models
2. Trade in services in Latin America
3. Latin American services in global value chains
4. Special session by PhD and Masters' students in the aforementioned areas (on 3 October)

Academic selection committee: Jorge Arbache (University of Brasilia), Gisela di Meglio (Complutense University of Madrid) Karina Fernandez Stark (Duke University), René Hernandez (ECLAC), Alfredo Hualde (College of the Frontera Norte), Anita Kon (Catholic Pontifical University of São Paulo), Dorotea Lopez (University of Chile), Dimária Silva e Meirelles (Mackenzie Presbyterian University), Márcia da Mota Darós (UNU-MERIT), Jorge Mario Martinez (ECLAC), Nanno Mulder (ECLAC), Felipe Muñoz (University of Chile), Javier Peña Capobianco (ALES), Suzana Quinet Bastos (Federal University of Juiz de Fora), Eduardo Raupp Vargas (Federal University of Rio de Janeiro), Carmen Astrid Romero (Sergio Arboleda University), Maria Savona (University of Sussex), Vera Thorstensen (Getulio Vargas Foundation) and Marcel Vaillant (University of the Republic).

Local organization Committee: Dimária Silva e Meirelles (President), Sidnei Augusto Mascarenhas (Treasury), Fábio Neves da Rocha (Academic Program), and Nelson Roberto Furquim, Félix Hugo Aguero Diaz Leon and Luciano Augusto Pereira dos Santos (Operations).





Main Conference Themes

1. Technology, service innovation and business experiences

Services are being increasingly delivered using information and communication technologies (ICTs) which give customers and providers more flexibility. Delivery of services – including advisory services, distance education, diagnostic medicine, financial services (ATMs and online services), and tourism (reservations on line) - can now take place over long distances. For businesses, the use of ICT in services reduces cost while further facilitating co-production and innovation between customers and suppliers.

A new technological paradigm, referred to as the Internet of Things (IoT), based on a global interconnected network of computers and devices, is also spreading rapidly. This transformation of business processes and the provision of new services will provide significant productivity and competitiveness gains. Examples include the shared use of homes and vehicles, and IT infrastructure architectures "in the cloud". This is also referred to as the servitization or product service systems (PSS). New types of services and customized products increase profit margins and customer loyalty, as well as services innovation and new business models.

Service delivery through ICT may increase competition and reduce traditional geographical boundaries that previously limited many service providers. Nevertheless, geographical closeness to customers remains important for some high-value added services. At the same time, the increasing technological content of services may reduce employment, similar to the impact of robotization in manufacturing.

The above trends and innovations are particularly important in education, health care, and other public services in order to contain their rapidly increasing cost and to promote the technological catch up in these sectors in countries in the region. Moreover, innovation in public services plays an important role in further developing the national innovation systems.

Topics to be addressed in this area:

- IT delivered services and services innovation
- Internet of Things, Servitization and Business Models
- Services, employment and productivity in the era of globally interconnected machines and devices
- Successful technological business experiences in Latin America and policy implications
- Innovation in education, health care, smart cities and other public services

2. Internationalization of services and trade agreements

The growing participation of services in international trade, as emphasized by the recently published trade in value added (TiVA) statistics, and in economies around the world merits more debate. In Latin America, the study of trade in services is relatively under-developed, in particular compared to trade in goods. Services trade liberalization and harmonization of regulatory frameworks is also underway in





the region as has been the development of statistics that would allow for a better design of public-private policies.

The internationalization of services, their increasing interconnection with goods production and trade, and their growing role in ongoing trade negotiations (TTP, TTIP, TISA) are all presenting new challenges for countries in Latin America.

Multiple topics can be addressed in this area:

- Developments in regional and global trade negotiations on trade in services, including the Pacific Alliance, TISA and mega-regional agreements
- The role of services in exports in Latin America and their links to development
- Role of services in adding value to commodities and manufactures
- The impact of regulatory frameworks on trade in services
- Trade in services and employment
- Public and private policies promoting trade in services
- Impact of ICT on international trade in services within Latin America and between the region and the rest of the world
- Public and private policies to promote ICT-enabled trade in services

3. Latin American services in global value chains

Over the past two decades, the international fragmentation of production has been studied by tracking the movement of intermediate goods and services across borders. This work has concentrated mostly on goods trade. In particular in the context of Latin America, relatively few studies have been done on the participation of services in global value chains (GVCs), in part because of the lack of data by destination and origin of services for developing economies. Nevertheless, the number of case studies on these issues is increasing, in part, because statistics are gradually improving.

Possible issues to discuss:

- Availability of labor skills for services oriented GVCs and initiatives to reduce skilled labor shortages such as finishing schools
- Methodologies to measure, classify, and quantify the participation of firms and countries in services oriented GVCs
- Contribution of services to the production and exports of natural resources and manufactures
- Case studies on the participation of Latin American countries in services oriented GVCs, in particular business process outsourcing (BPO), information technology outsourcing (ITO) and knowledge process outsourcing (KPO).
- The impact of double taxation on services exports and their role in GVCs
- Case studies on business service export firms and their links to GVCs
- Lessons for policy makers, businessmen and academics on the role of services in GVCs





4. Special session by PhD and Masters' students in the aforementioned areas

On 3 October, students will be invited to present their thesis work as part of a special session, in which members of the academic selection committee will provide comments.

Key Dates

Abstracts must be sent electronically by **31 May 2016** to congressodeservicos@mackenzie.br. The academic selection committee will notify the authors of accepted papers by **30 June 2016**. Accepted final papers must be sent by **1 September 2016**. The authors of the best papers will receive financial support for travel and lodging to participate in the conference.

Conference website: www.redlas.net

