

<<国际服务贸易>>

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内容概要

本书以国际贸易为核心，首先从服务经济的基本范畴出发，论述了国际服务贸易的分类、特征、发展及统计；其次，特别强调了国际服务贸易竞争力理论以及近年来出现的服务外包相关理论，分析了自由贸易政策和保护贸易政策的理论基础、自由贸易政策的导向以及保护贸易政策手段的特征与规则，并详细阐述了产生的背景、过程、架构及特征；最后，从传统服务贸易和新兴服务贸易两方面介绍了国际服务贸易的相关产业，特别是对我国所面临的服务外包和服务贸易发展战略等问题给予了必要的关注。

本书可供应用型本科国际经济与贸易专业双语教学使用，也可作为从事服务贸易的管理者、企业家、研究人员以及其他相关人士的参考用书。

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(6) Professional (vocational) service (专业服务) This service shall mainly encompass services provided by freelance practitioners such as lawyers, doctors, accountants and artists, and professional technical services provided for engineering, consultation and advertising. International trade in professional (vocational) services is of a high hierarchy, as trade levels vary from hierarchies. Currently, these hierarchies are mainly as follows:

professional services undertaken by individuals; professional services undertaken by international professional service enterprises; professional services as part of businesses of international multilateral groups; and

professional services in engineering projects contracted by enterprises in developing countries employed by developed countries. Diversified professional service can be accomplished either through face-to-face exchange between service provider and consumer or through indirect sales channels such as telecommunication, some institutions, alliances or overseas permanent delegates. Professional services are growing rapidly. (7)

Information, computer and communication services (信息、计算机与通信服务) These services comprise three main forms: First, information service: includes gathering data, building database and data interface and transmitting data in telecommunication networks through data interface. Second, computer service: includes data processing, where service provider uses his own computer to meet user's demands of data processing and provides general package and special software for service consumers. Finally, telecommunication service: includes basic telecommunication services such as telegraph, telephone and telex as well as intelligent telecommunication services available on integrated service data networks. Quality and level of telecommunication services is affected by telecom infrastructure, so developed countries have manifested their dominance over this service. The above classification takes "industry" as its core, essentially covering range of export business and depth, breadth of businesses of suppliers and demanders. Each country's earnings and scope of productive factors in foreign countries are embodiments in all services exported by this country. The more extensive the range of services and the finer the divisions are, the more earnings the supplier will gain. Analyzing from this perspective, this classification method is relatively appropriate and kind of similar to divisions made by trade in services negotiation group at Uruguay Round of GATT.

2.2.2.3 By the standard of factor intensity (以要素密集度为标准) Following the practice where certain productive factors is intensively used in goods trade, some economists, in the light of intensity required for inputs of capital, technology and labor into trade in services, have divided trade in services into: First, capital-intensive services: including air transport, communication and project construction, Second, technology- and knowledge-intensive service: including banking, financial, legal, accounting, auditing services and information service;

Finally, labor-intensive services: including tourism, construction, maintenance and consumption.

This classification centralizing in intensity of productive factors includes productive factors in competition of products or services and in particular the development and applications of modern hi-tech. Developed countries, well-capitalized, highly tech-oriented and competent in research and development, are mainly engaged in capital-technology and knowledge-intensive trade in services including finance, banking, insurance, information, project construction and technical consultation, which have high added value and huge output. On the contrary, developing countries, ill-capitalized and less tech-oriented in low level technology, have engaged only in labor-intensive trade in services such as tourism, crop farming, building and labor export, which have low added value and little output. This classification of trade in services is of some value as it is based on rational and sufficient use of productive factors as well as competitiveness focusing on productive factors in each country. Still, modern scientific and technological development finds close combination with capital factor, so it is impossible to tell distinct differences in classifications of factor intensity in goods and services or to work out a dividing standard.

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