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..... ■ **L'innovation dans les services -  
les services dans l'innovation**

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# Plan

- **Partie I: L'innovation dans les services**
  - La nature économique des services
  - Les différentes visions de l'innovation de service
  - Services, qualité et innovation
- **Partie II: Les services dans l'innovation**
  - Le tertiaire supérieur
  - Production et diffusion de connaissances
  - Services, systèmes et politiques d'innovation

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# **Partie I:**

# **L'innovation dans les services**

**Partie I: L'innovation dans les services**

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## La nature économique des services

- Qu'est ce qu'un service?
  - Définitions énumératives
  - Définitions négatives
  - Définitions explicites
- Différent de l'industrie?
  - Intangibilité
  - Simultanéité
  - Co-production
- Parent pauvre de la recherche ayant trait à innovation?
  - Vision traditionnelle de l'innovation
  - La "recherche désespérée de l'output"
  - Communication politique?

### Partie I: L'innovation dans les services

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## Les différentes visions de l'innovation servicielle:

- Le "pendule de Gallouj"
  - Approches technologistes: l'innovation dans les services est réduite à l'adoption d'innovations technologiques (en provenance de l'industrie)
  - Approches intégratrices: construction d'un modèle général de l'innovation qui s'applique aux biens et aux services
  - Approches servicistes: volonté d'adopter une vision de l'innovation servicielle qui soit autonome de l'innovation industrielle

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## Les différentes visions de l'innovation servicielle: les approches technologistes

- La technologie au service des services
  - Introduction de l'informatique "lourde" puis de l'informatique décentralisée
  - Liens emploi / qualification / productivité
  - *Back office vs. front office (no more office?)*
- Adaptation du modèle néo-classique standard
  - Hypothèse de nomenclature (espaces d'inputs et d'outputs donnés)
  - Hypothèse de choix de production rationnels
  - Hypothèse de non-interaction (ou de stricte séparation de la production et de l'utilisation du service)
- Limites de ce type d'approche
  - Occulte les dimensions qualitatives et contextuelles
  - Analyse les résultats du processus et non le processus (*black box*)
  - Nie l'interaction au coeur de l'activité servicielle

### Partie I: L'innovation dans les services

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## Les différentes visions de l'innovation servicielle: les approches intégratrices

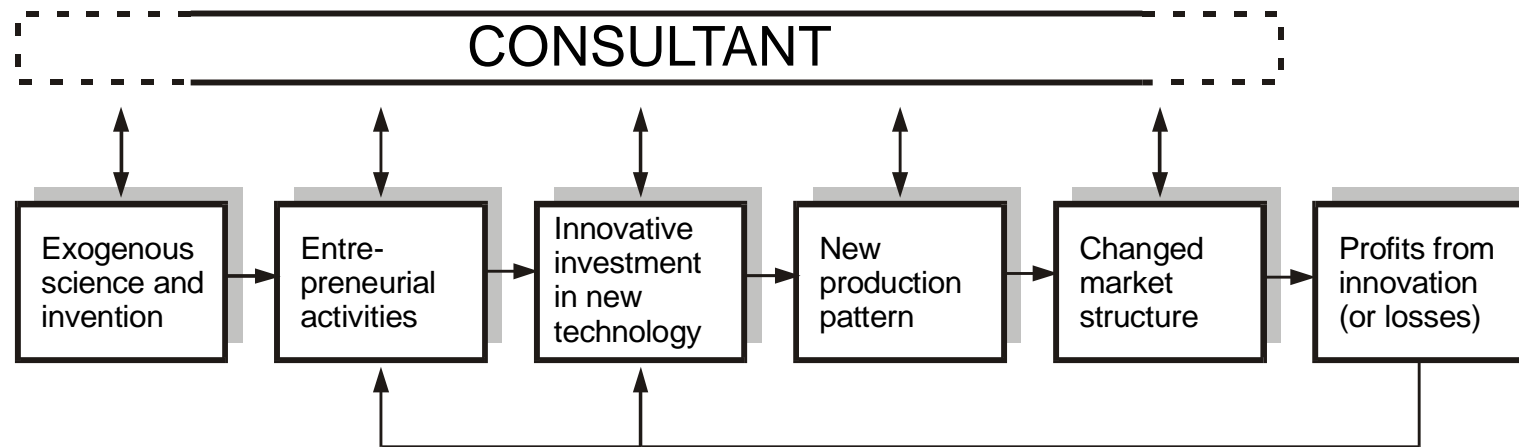
- Les piliers du modèle de Barras (1986)
  - Technologie permissive
  - Secteurs moteurs ou d'avant-garde
  - Infrastructure démultipliante
- Le modèle du cycle inversé
  - Phase 1: adoption (innovations de process incrémentales)
  - Phase 2: apprentissage (innovations de process radicales)
  - Phase 3: développement de nouveaux champs de connaissance (innovations de produit)
- Portée et limites du modèle de Barras
  - Un modèle sectoriellement limité?
  - Un modèle technologiquement déterminé?
  - Des outils conceptuels discutés?

### Partie I: L'innovation dans les services

## Les différentes visions de l'innovation servicielle: l'approche serviciste

- Un changement du lieu de l'innovation
- Un changement dans la nature de l'innovation
- Un changement du lieu de la prise de risque

### L'approche serviciste: *Schumpeter mark III* issu du modèle *Schumpeter mark I*



*Adapted from: Gallouj (1994), p. 156*

## Partie I: L'innovation dans les services

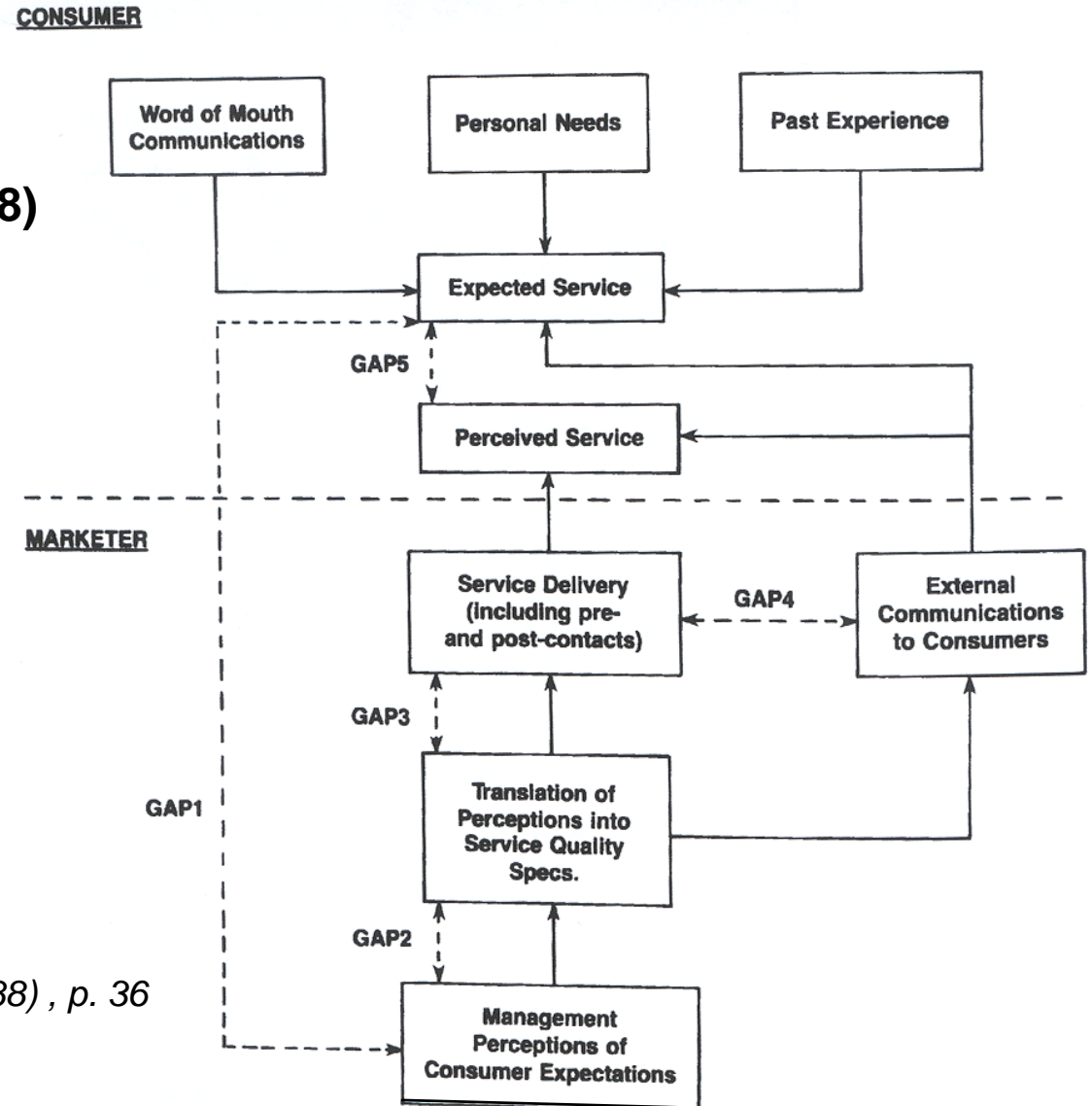


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## Services, qualité et innovations

- "Gap model" (Zeithaml, Berry, Parasuraman, 1988)
  - Gap 1: Écart entre attentes des consommateurs et perception de ces attentes par la direction de l'entreprise de service
  - Gap 2: Différence entre la perception des attentes des consommateurs par la direction et les spécifications relatives à la qualité des services proposés
  - Gap 3: Différences entre les spécifications relatives à la qualité des services proposés et les services effectivement réalisés
  - Gap 4: Différence entre les services réalisés et la communication relative à ces services
  - Gap 5: Différence entre les attentes des consommateurs et leur perception des services réalisés

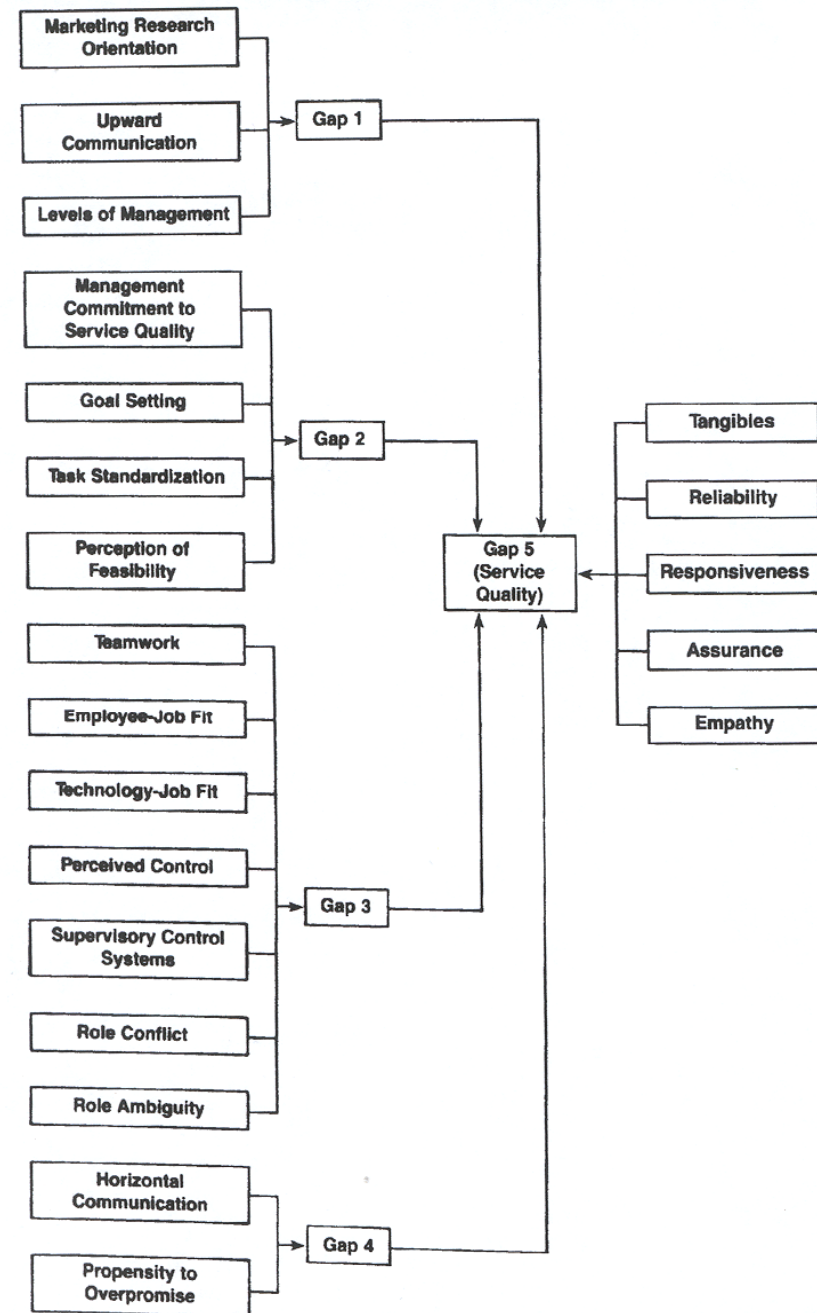
The "Gap model" 1/2  
(Zeithaml, Berry, Parasuraman, 1988)



Adapted from: Zeithaml, Berry, Parasuraman (1988) , p. 36

Partie I: L'innovation dans les services

## The "Gap model" 2/2 (Zeithaml, Berry, Parasuraman, 1988)



Adapted from: Zeithaml, Berry, Parasuraman (1988) , p. 46

### Partie I: L'innovation dans les services

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# **Partie II:**

# **Les services dans l'innovation**

**Partie II: Les services dans l'innovation**

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## Les KIBS ou le tertiaire supérieur: une définition ardue

- Qu'est ce qu'un KIBS (*knowledge-intensive business service*)?
  - *KIBS can be described as firms performing, mainly for other firms, services encompassing a high intellectual value-added. Thus, KIBS correspond broadly to "consultancy services" (Muller, 2001, p. 2)*
- Identification statistique: 2 catégories principales
  - NACE 72: "computer related services"
  - NACE 74: "other business services"
- Processus de production et base de connaissance
  - *"(...) toutes nos observations concordent pour prouver que lorsque l'enjeu n'est pas la 'réparation' d'un objet ou d'un système matériel, mais un transfert de savoir, tel que l'organisation réceptrice soit en mesure d'utiliser ou d'appliquer les connaissances en question, la réussite de l'opération implique qu'une partie de l'intelligence collective de cette organisation remplisse vis-à-vis des consultants une fonction d'interface" (Gadrey 1994, p. 33)*

### Partie II: Les services dans l'innovation

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## The two main categories of KIBS (Miles et al., 1994)

### **KIBS I: Traditional professional Services, liable to be intensive users of new technology**

1. Marketing/advertising;
2. Training (other than in new technologies);
3. Design (other than that involving new technologies);
4. Some financial services (e.g. securities and stock-market-related activities);
5. Office services (other than those involving new office equipment, and excluding 'physical' services like cleaning);
6. Building services (e.g. architecture; surveying; construction engineering);
7. Management consultancy (other than that involving new technology);
8. Accounting and bookkeeping;
9. Legal services;
10. Environmental services (not involving new technology)

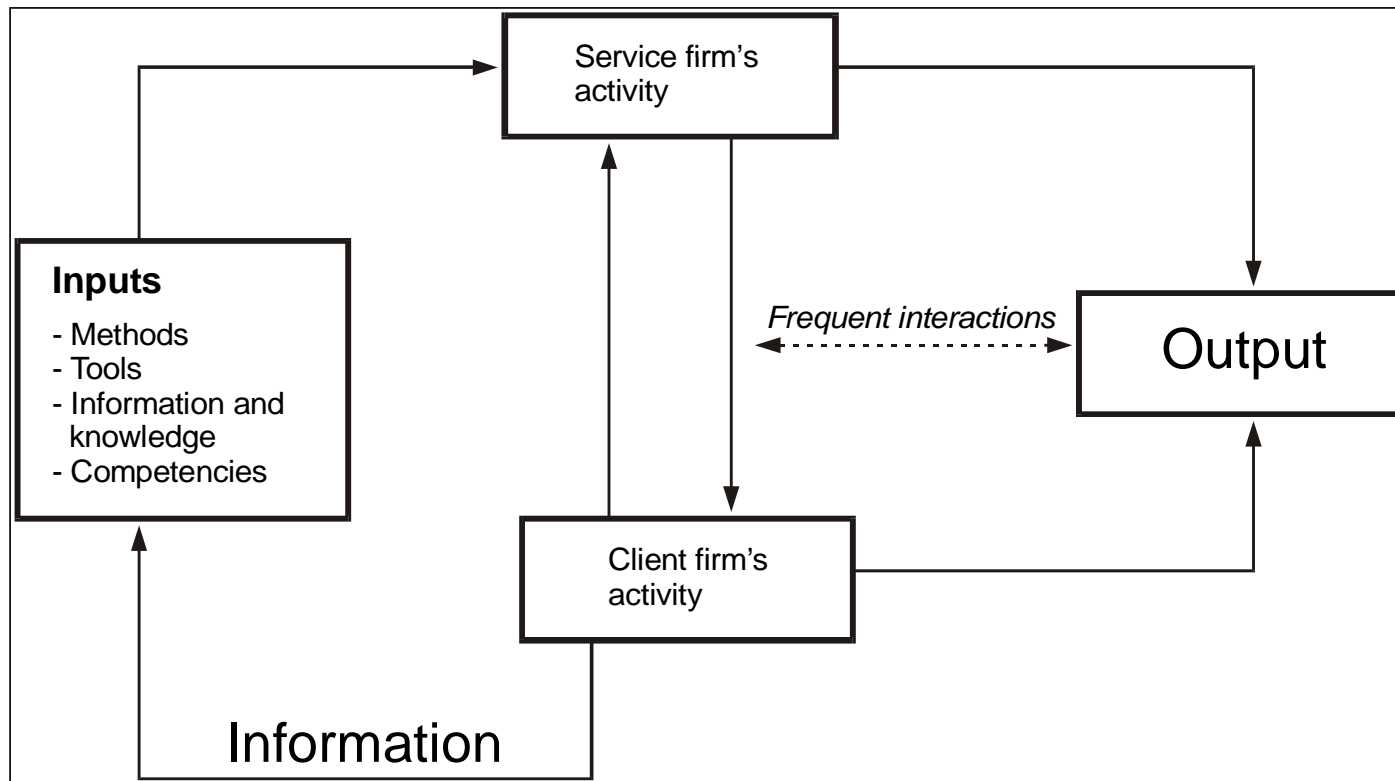
### **KIBS II: New technology-based KIBS**

1. Computer networks/telematics;
2. Some telecommunications (especially new business services);
3. Software;
4. Other computer-related services - e.g. facilities management;
5. Training in new technologies;
6. Design involving new technologies;
7. Office services involving new office equipment;
8. Building services (centrally involving new IT equipment such as Building Energy Management Systems);
9. Management consultancy involving new technology;
10. Technical engineering;
11. Environmental services involving new technology;
12. R&D consultancy and 'high-tech boutiques'.

*Adapted from Miles et al. (1994), pp. 19-20*

## **Partie II: Les services dans l'innovation**

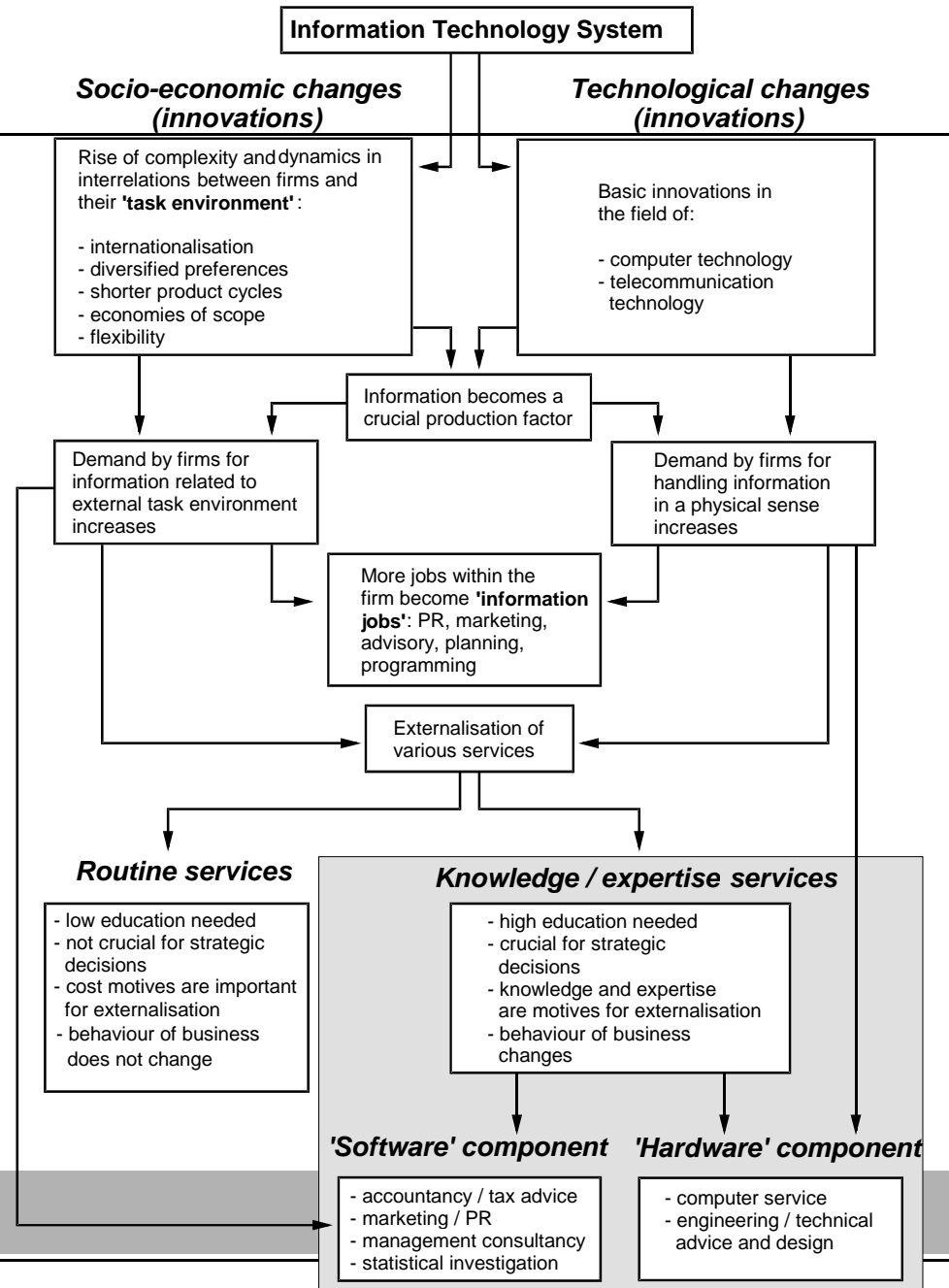
## The production process leading to the service output (Djellal, 1993)



*Adapted from: Djellal (1993), p. 214*

### Partie II: Les services dans l'innovation

# The place of KIBS in a perspective of socio-economic and technological changes (Davelaar, 1991)

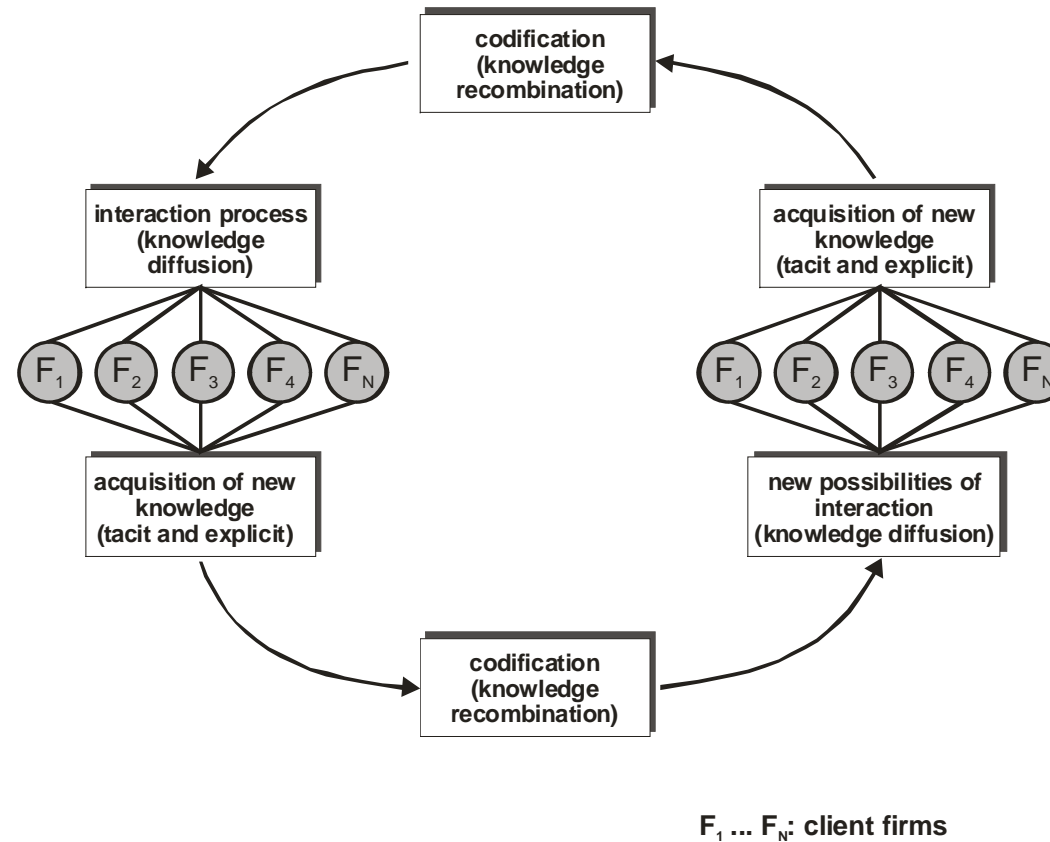


Adapted from Davelaar (1991), p. 279

## Partie II: Les services dans l'innovation



## Knowledge production and diffusion as a result of KIBS activities (Strambach, 2000)



*Adapted from Strambach (2000, p. 64)*

### Partie II: Les services dans l'innovation

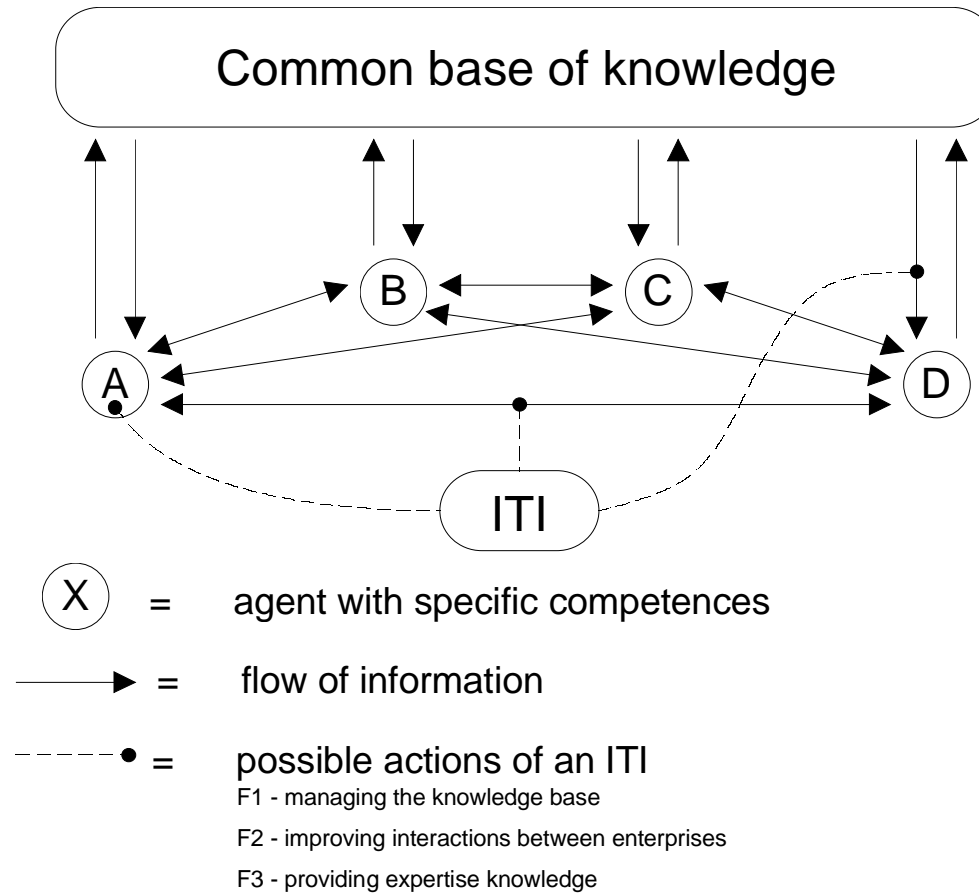
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## Services, systèmes et politiques d'innovation

- Systèmes d'innovation
  - Enjeux économiques
  - Enjeux politiques
  - Enjeux institutionnels
- La dimension spatiale
  - Systèmes régionaux d'innovation
  - Milieux innovants, districts et clusters
  - Effets d'agglomération et de proximité
- L'impact des KIBS
  - Infrastructure d'accompagnement?
  - Vecteur de développement endogène?
  - Effets de contamination positive?

### Partie II: Les services dans l'innovation

## Possible activities of ITI (Koschatzky and Héraud, 1996)



### Partie II: Les services dans l'innovation

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## Possible activities of ITI (Koschatzky and Héraud, 1996)

### **Function 1 Managing the knowledge-base**

ITI aim at the development of the common knowledge-base of the economic system. Starting from the production of scientific and technological knowledge, this function includes the diffusion of knowledge by educating, collecting and distributing technological information (informing) as well as by guaranteeing the accessibility of the knowledge-base without discrimination (demonstrating).

### **Function 2 Improving interactions between enterprises**

Information and knowledge are not easily marketable commodities. ITI overcome the limitations of the market mechanism in order to adjust supply and demand of technological knowledge and of know-how. In doing so, they can either improve market transactions by using the knowledge of the actors of the system, or provide non-market allocative systems by creating incentive structures. The function of intermediation consists of organising meetings, business fairs, exhibitions and of financing interaction costs in order to improve interactions.

### **Function 3 Providing expertise knowledge**

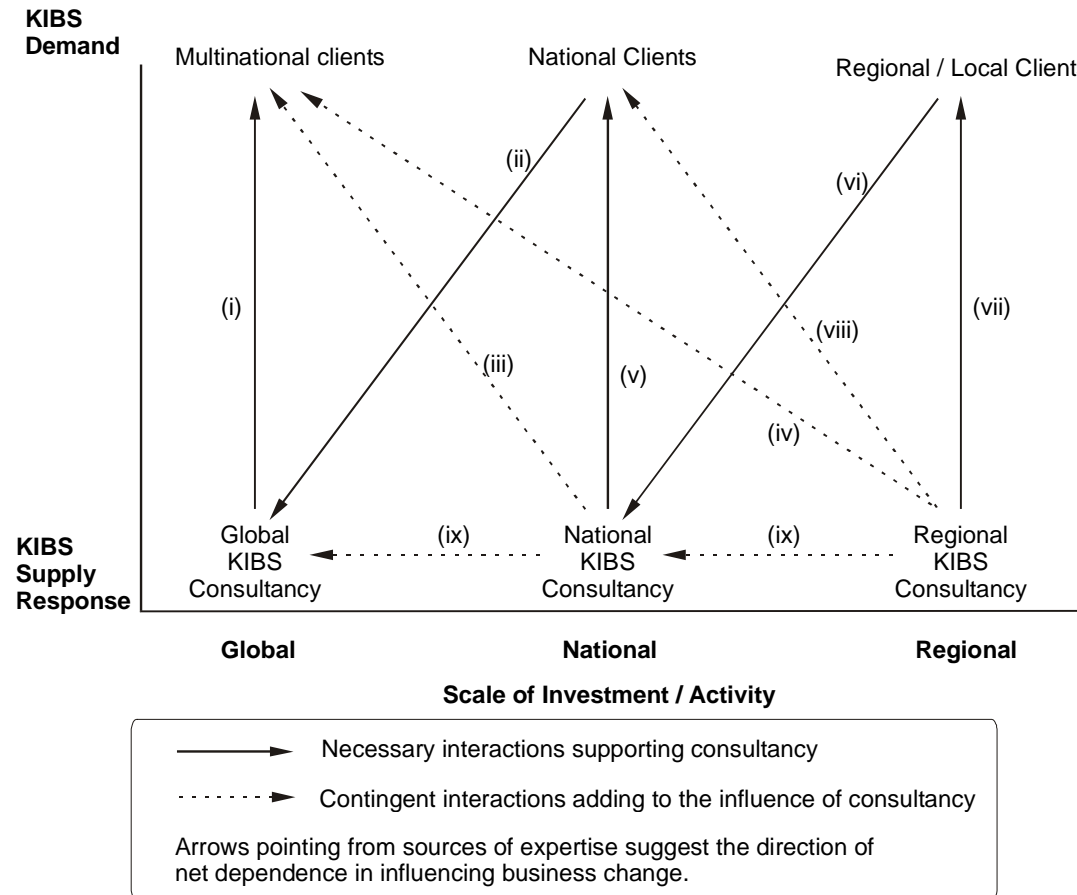
In this case, ITI are in contact with a single actor, focusing on his very specific needs and providing training or consulting. The aim of training can be to reinforce existing skills or to develop new competencies. Individual support may be related to patenting activities (validating, appropriating) or to providing financial grants (financing).

*Adapted from: Koschatzky and Héraud (1996), pp. 3-6*

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## Partie II: Les services dans l'innovation

## KIBS demand and supply response from a spatial perspective (Wood, 1998)



### Partie II: Les services dans l'innovation

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## **KIBS demand and supply response from a spatial perspective (Wood, 1998)**

- (i) Global consultancies respond primarily to the requirements of multinational clients and agencies.**
- (ii) Global consultancies increasingly act as conduits of innovative ideas and methodologies between the global and national scales.**
- (iii) Successful medium-small nationally-based consultancies may develop internationalisation strategies by serving multinational clients seeking specialist expertise or familiarity with home country conditions.**
- (iv) Successful regionally-based consultancies may also work for multinational clients operating in their regions on a similar basis to (iii), although their growth more often depends on serving national clients (viii).**
- (v) Nationally-based consultancies, serving private and government clients within that market, provide the predominant volume of consultancy exchanges across a wide variety of expertise.**
- (vi) Within national systems of consultancy-client interaction, regionally-based clients seeking consultancy support often depend on nationally-based consultancies.**
- (vii) Regionally-based consultancies originate largely to serve regional clients, and adapt to these needs on the basis of local exchange and innovativeness.**
- (viii) Successful regionally-based consultancies most often grow by serving national or even international (iv) clients on the basis of specialist skills or knowledge of local conditions.**
- (ix) Contingent links may exist between international, national and regionally-based consultancies, either directly through subcontracting or networking relationships, or indirectly as a result of client tendering policy.**

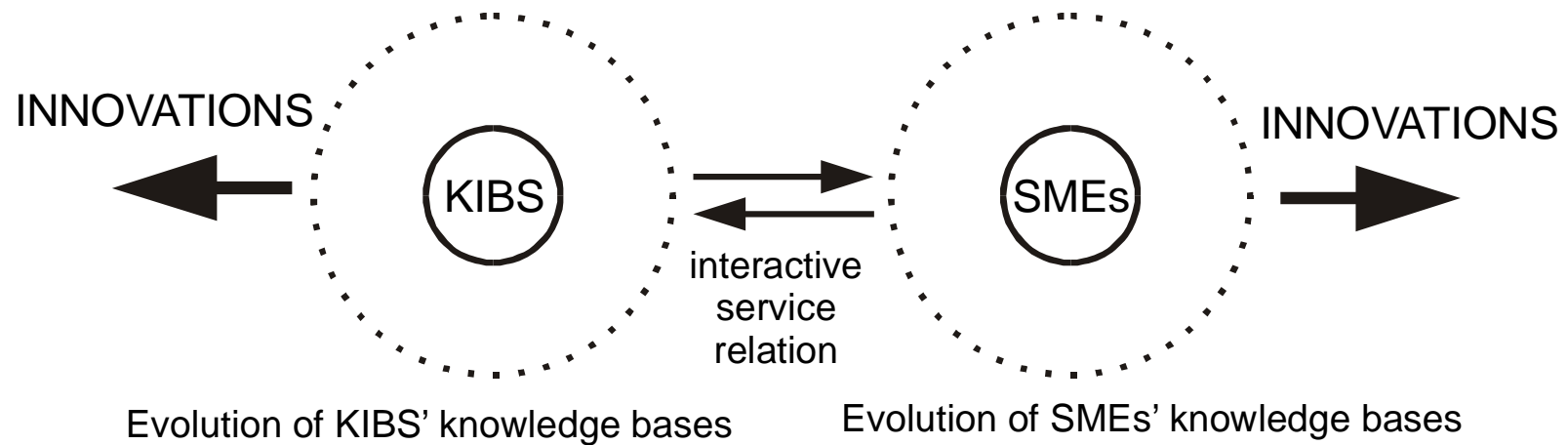
*Adapted from Wood (1998, pp. 13-14, 21)*

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### **Partie II: Les services dans l'innovation**

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## The virtuous circle associating KIBS and SMEs (Muller, 2001)



*Adapted from Muller (1999, pp. 41 and 47)*

### Partie II: Les services dans l'innovation

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