



Equipe du Laboratoire de Recherche sur l'Industrie et l'Innovation

Forum the Spirit of Innovation III

International Conference

Services, Innovation and Sustainable Development

POITIERS (France)

March, 26-27-28, 2008

Call for papers

Twenty years after the Brundtland report, the concept of sustainable development is still considered as new, even if it is subject to many criticisms. To be sustainable, development has to integrate three dimensions: economic, social and environmental. Moreover, it implies the active participation of populations.

The debates on sustainable development have largely dealt with the sectors of industry and energy. Innovation has been considered as a condition of sustainable development. Services remained in the background of the debate, which may be surprising if one considers their weight in the added value of developed countries and the problems of sustainability faced by some of them, notably in the transport services.

Merchant and non merchant services are at the centre of a myriad technique, social and organisational changes. For these changing sectors, sustainable development is a set of constraints as well as of opportunities. Being scientific, social or organisational, innovation has particular features that have to be analysed.

Communication proposals should take account of the problematic of sustainable development, with two main dimensions, the economics of services and the management of services. They should relate to the fields of economics, management, law and other social sciences or be interdisciplinary. The proposals should be academic but they may also present practical experiences, in enterprises and other institutions. The following list of themes is not restrictive and the proposal of sessions is possible (including four communications).

I. Economics of services and sustainable development

I.A. The political economy of services and the issue of development: *The emergence of the concept of service in the economic history; Services and the new indicators of wealth and welfare; Services, dematerialization and deindustrialization of the economy; Services and employment; Informal services; Services and the problematic of sustainable decrease.*

IB Services, environment and innovation: *Typology of services linked to the preservation of the environment; Impacts of the evolution from an industrial society to a service society; Characteristics of innovation in services; ICT, reduction of energy consumption, emergence of new consumption modes and new communication forms compatible with a sustainable development.*

II. Management of services and sustainable development

II.A. Enterprises' management and Services: *Adoption of sustainable practices, sustainable marketing and corporate social responsibility (aims, performances, limits).*

II.B. Strategies of services enterprises, civil society and sustainable development: *Enterprises' strategies and protection of the environment; Role of the civil society (NGOs, consumers' and citizens' groups, trade unions) in the development of responsible services (labels, origin of products and services) and for a participative democracy; proximity services; Working conditions in services; Ethical investments and responsible finance; Role of the social economy and solidarity.*

II.C. Public services and private services: *are private modes of production more (or less) efficient - compared to public modes of development - regarding sustainable development? Are national laws able to control global systems of services? With the issue of global public goods, will new systems of public services appear at the international level? What are the impacts of the liberalisation of services (notably at the international level) on sustainable development?*

III. Sectoral approaches *(non restrictive list)*

- **Transports:** *What solutions to reduce the environmental impacts of transports?*
- **National and international tourism:** *Can tourism be sustainable?*
- **Building and Urban Planning:** *Can the building sector be sustainable? How to conciliate the environmental and social aspects of urban planning?*
- **Health:** *Impacts of current consumption modes on health. Spatial and temporal inequalities in the access to health services and consequences on development; Impact of ageing population.*
- **Education:** *What is a "sustainable education", in its economic, social and environmental dimensions?*
- **Services to eco-enterprises:** *What kind of activities?*

Communication proposals

Communication proposals of two pages, in French or in English, should include an abstract explaining the problematic, the method used and a bibliography. Proposals must be sent with the fulfilled enclosed "communication proposal form" (by email or ordinary mail).

Sessions may be also proposed: a session includes four communication proposals. Please indicate the title of the session and include the four communication proposals.

Calendar

- ↪ Deadline for sending communication proposals: **September 30, 2007**
- ↪ Decision of the scientific committee: **November 10, 2007**
- ↪ Deadline for final papers: **February 20, 2008.**

Organising committee

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Scientific committee

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Aalborg, Denmark, **Bernadette Madeuf**, Université de Paris X, France, **Joël Marcq**, Université du Littoral, France, **Michel Marchesnay**, Université de Montpellier 1, France, **Bernard Maris**, Université de Paris VIII, France, **Patrick Matagne**, IUFM Nord/Pas-de-Calais, **Philippe Moati**, Université de Paris 7 et Credoc, France, **El Mouhoub Mouhoud**, Université Paris Dauphine, France, **Jordi Molas Gallart**, Ingenio, Valencia, Spain, **Francis Munier**, Université Louis Pasteur, Strasbourg, France, **Nil Ozcaglar**, Université de Lille 2, France, **Gilles Paché**, Université de Montpellier 1, France, **Christian Palloix**, Université de Picardie, France, **Roland Perez**, Université de Montpellier 1, France, **Yvon Pesqueux**, CNAM, Paris, **Pascal Petit**, Cepremap, France, **James Petras**, Université de Binghamton, USA, **Dominique Plihon**, Université Paris 13, France, **Marlyse Pouchol**, Université de Reims, France, **Joël Thomas Ravix**, Université de Nice, France, **Philippe Rollet**, Université de Lille I, France, **Jean-Jacques Salomon**, Cnam, France, **James Sawyer**, University of Seattle, USA, **Malcolm Sawyer**, Université de Leeds, UK, **Claude Serfati**, Université de Versailles, France, **Leïla Temri**, Université de Montpellier 1, France, **Melinda Tims**, Université de Tours, France, **Dimitri Uzunidis**, Université du Littoral, France, **Franck-Dominique Vivien**, Université de Reims, France, **Nick Von Tunzelmann**, University of Sussex, UK, **Hassan Zaoual**, Université du Littoral, France, **Jean-Benoît Zimmermann**, Université de la Méditerranée, France.

A selection of papers will be published after the conference, thanks to the support of *Alternatives Economiques; Economies et Sociétés* (série Economie et Gestion des Services); *Humanisme et Entreprise; Innovations, Cahiers d'Economie de l'Innovation; Journal of Post Keynesian Economics; L'Economie Politique; Marché et organisations; Revue européenne du droit social; Terminal, Theoretical and Applied Economics*, and *De Boeck* (Bruxelles), *L'Harmattan* (Paris), *Edward Elgar* (UK) et *Palgrave MacMillan* (UK) Editions.

Languages

French, English



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Communication proposal Form

NAME:..... Surname:.....
Institution:..... Academic field:
Status:
 PhD PhD student

Personal address:
City: Postal code : Country:
Tel : Email :

Professional address:
City:..... Postal code:..... Country:.....
Tel : Email:.....

I wish to present a communication related to the topic(s) :
(Please join a two-pages abstract)

TITLE :

Key words (5 max):

Please send this proposal form before **September 30, 2007** to the following address :

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