

# THE EXPANSION OF THE SERVICES FOR ENTERPRISES IN ROMANIA

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*Abstract: The real recuperative process of the gaps can be sustainable and durative only under the conditions of a real convergence which considers that making compatible the economical structure with the one of the other European country has priority.*

*As opposed to the industrial sector, where the structural convergence is in a continuous process of development, having a satisfactory intensity, the tertiary sector doesn't enjoy the same privileges, being able to find here the biggest gap from a macro-economic point of view.*

*Key words: the services' sector, the structure of the services, the services for enterprises, the expansion of the services for enterprises*

## **Introduction**

It is well-known the fact that the services' sector is the most important sector of the global economy, in a continuous positive dynamic. In this sector is concentrated the biggest part of the production and the work force from the vast majority of the developed enterprises. For example, two thirds of the total aggregated production from the OECD countries corresponds to the services' activities. In the case of the active work force attracted by the tertiary sector in these countries, we can say that it represents 70%. In the case of the EU 15 countries also, we come across this situation.

The evolution of the tertiary sector has at its basis some aspects, namely:

- the major transformations in what concerns the sectorial structure of the economy of the East-European countries,
- with a significant increase of the GIP (PIB),
- the positive evolution of the number of work positions,
- the intensification of the international commerce.

Even though, there are and persist gaps of the developed countries given by the ones developing, but also between the countries in transition in what concerns the role and the performances of the services' sector.

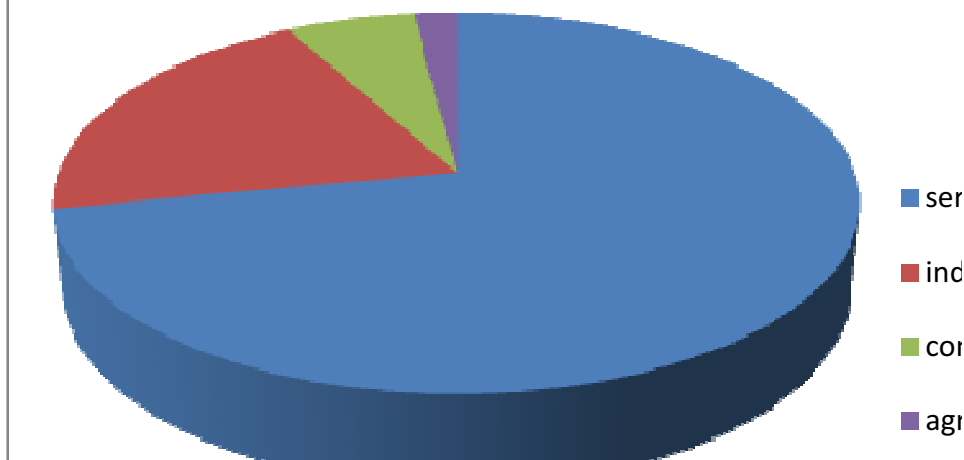
## **The structure of the services in the gross incidental value in Romania and the European Union**

On the whole of the European Union we can observe that the structure of the gross incidental value is realized as follows:

- the services participate with over 72%,
- the industry contributes with circa 20%,
- the constructions (6%)
- the agriculture with less than 2 percents.

Schematically, these ones can be represented as follows:

**FIGURE NO. 1  
THE STRUCTURE OF THE GROSS INCIDENTAL VALUE**



If we refer to the evolution of this sector in Romania, we can affirm that significant progresses were registered. Even though, there are some gaps when compared to the EU countries. If 17 years ago the tertiary sector contributed to the realization of the gross incidental value with only 30 %, in 2006, this contribution was situated at over 55%. For a more detailed image of the differences between Romania and the European Union, we present the following table:

*The structure of the gross incidental value in Romania and the EU in 2006 Table no.1*

Sector	Romania	European Union
Agriculture	9,6	1,9
Industry	27,2	20,6
Constructions	7,2	6,0
Services	56,0	71,5

Source: The National Statistics Institute

In the last 10 years, in Romania predominantly developed the services with an increased infusion of incidental value as the mobile telephony, cable television, banking and insurance services, informatics and the interfacing activities, consultancy services, advertising, etc., and the lunge made by the tertiary sector is spectacular. But at the level of the European Union, in 2005, Romania situates itself on one of the last positions from the point of view of the heft of the services in the gross incidental value. This aspect can be observed in the classification realized on the basis of the Eurostat data presented hereinafter:

1. Luxemburg	2. France	3. Cyprus
4. Belgium	5. Malta	6. Greece
7. Livonia	8. Denmark	9. Holland
10. Portugal	11. Italia	12. Sweden
13. Germany	14. Austria	15. Finland
16. Spain	17. Estonia	18. Poland
19. Slovakia	20. Lithuania	21. Bulgaria
22. Czech Republic	23. Romania	

**The services for enterprises**, at the beginning of the period of transition to the market economy, represented an almost inexistent segment, not as much approached in the tertiary sector. We refer here to those services that eliminate the commerce and the transports, services for consecrated enterprises.

Nowadays, when the economy is based on the comparative advantage of the specialization, we can deduce the fact that certain services detain relative significant hefts, being able to give as a concrete example the consultancy activities deployed by independent operators, starting with secretarial activities and ending with bookkeeping, juridical and of personnel services. We cannot omit the fact that such services best correspond to the delocalization tendency in the sense that such services can be effectuated by firms situated within considerable distances from the beneficiary society.

According to the Classification of the National Economy's Activities "the services for enterprises" comprise numerous types of services, namely:

- Informatics and interfacing activities;
- Research-development (fundamental research); experimental development in natural and engineering sciences; applicative research;
- Architectural, engineering activities and other technical services ( architectural, projection activities; research activities; activities of exploitation and geological prospection and cartography);
- Other activities of services for enterprises, respectively the rental of the machines and the equipments without operator and of the personal and domestic goods; juridical activities; bookkeeping and accountancy revision; activities of contemplation of the market and of survey; consultancy and management activities; testing activities and technical analyses; advertising; the selection and the placement of the work force; activities of maintenance and clearance of the buildings; photographic activities; secretarial typing activities; activities of multiplication and translations; other activities carried out for the enterprises.

The accentuated development of the high informational technologies makes possible the electronic carrying out and delivery of these types of services, aspect that directly contributes to the extensive development of this sector. Through the advantage offered by the delocalization phenomenon sustained by these services, we can talk about the increase of the possibility of exploitation of the comparative advantages of the diverse locations (especially the well qualified and at low prices work force). The amplexness of this phenomenon made possible, in the cadre of the services for enterprises, the apparition of a new structuring through the highlighting of "**the services with electronic delivery**". In this category are included, first and foremost, the services from the domain of the informational technology, as well as the professional and of business ones.

The services with electronic delivery can be structured on groups and subgroups as follows:

1. Informational services:
  - the development and implementation of the soft;
  - data processing;
  - services of the data bases;
  - the development of informational applications and their maintenance;
  - the lodging of information'
  - the informational management;
  - the assurance of the enterprises' security;
  - web services;
  - the lodging of the web sites etc.
2. Services determined by the interaction with the consumers:
  - Reservation and issuance of plane tickets,
  - technical support,
  - assistance, the management of the programs of gaining the clientage's faithfulness,
  - the renewal of the passes.
3. Administrative services:

- Back-office type operations: the introduction and the manipulation of the data; data processing; data bases services; the management of the payments; the financial information processing; the management of the actives;
- Human resources' services: remuneration; the registration and the management of the schemes of employee compensation; the preparation of the personnel;
- Financial and bookkeeping services: the management of the debts, of the claims, invoicing; taxing; electronic payments;
- 4. Commercialization services
  - Assistance in sales;
  - telemarketing;
  - the market's demand;
- 5. Operational services
  - Depositing; manipulation; stock-taking;
  - transport; the management of the chain of manufacturers;
  - the management of the electronic provision;
- 6. Professional and business services:
  - Financial services: the processing of the demands of insurance compensations; the processing of the mortgages, of the checks and of the cards;
  - Bookkeeping services: audit; primary accountancy; taxing;
  - Marketing services: the projection and the development of the products;
  - Medical services: the management of the data referring to patients; the management of the patients' sheets of observation; the medical codification; the translation and the interpretation of the analyses and of the laboratory tests.

After 1989, together with the transition from the centralized economy to the market economy, the dynamic of these types of services was differentiated and extremely variable. For example, the services from the group informatics and interfacing activities, the services of consultancy and management, bookkeeping and accountancy revision, advertising, etc. had a spectacular evolution, as a consequence of the adaptation to the new demands of the market.

The access to the new generation computers and to the more and more sophisticated softs, the apparition of some firms specialized for this kind of services, are only some of the aspects that contributed to the inedited expansion of this sector starting with 1990. This fact can also be found in the increase of the heft of the gross incidental value realized in the “informatics and interfacing activities” branch in the national gross intern product from 0,2% in 1990 to 0,7% in 2005.

As well, after 1990 a lot of profile unities were set up, as for example the firms in the domain of the consultancy for business and management, in advertising, in the domain of the bookkeeping and the audit or consultancy firms on different juridical problems (notarial, obtaining the authorial right, arbitration and conciliation, etc.) and many others made their importance and heft in the national economy increase. Thus, the contribution of the “other activities of services for enterprises” group to the formation of the gross intern product increased from 0,1% in 1990 to 1,4% in 2005.

The activities from the “research development” group were situated at the opposed pole, with a descendent evolution because the heft in the gross intern product decreased from 0,7% in 1990 to 0,2% in 2005. This is, mainly, the consequence of the annulment of numerous research institutes after 1990. In the future, the research development activity will be extremely important, as one of the targets of the Lisbon strategy stipulates for 2010 the allocation of 3% of the gross intern product for the research activity.

As well, the “architectural, engineering activities and other technical services” group lost of its importance by reducing its heft in the GIP from 1% in 1990 to 0,6% in 2005. Practically, as the market mechanisms developed, the demands of competitiveness became more stringent too, the professional and of business administrative services became more and more important for the commercial societies. As a consequence, at the level of 2005, these services, together with the ones of informatics detained 73,3% of the total as compared to 14,2% in 1990.

Correspondingly, the heft of the other categories reduced – “architectural, engineering activities and other technical services” and “research-development” – from approximately 85% in 1990 to only 27% in 2004.

The distribution of the turn-over on activity types, in 2005 and 2006, highlights the following consequences:

- the most significant part of the total volume of the turn-over realized by the services for enterprises, respectively over 90%, is given by the following types of activities: informatics and interfacing activities, bookkeeping activities, accountancy revision, consultancy in the fiscal domain and consultancy for affairs and management, activities of architecture, engineering and consultancy services related to these ones and advertising;
- the other types of activities (juridical activities, activities of contemplation of the market and of survey, testing activities and of technical analyses, the selection and the placement of the work force) participate with approximately 7 percents to the realization of the turn-over;
- heft increases were realized in the domains informatics and interfacing activities, activities of contemplation of the market and of survey, advertising and the selection and the placement of the work force. The testing activities and technical analyses remained constant, while the rest of the activities diminished their heft.

## **Conclusions**

We can say, according to the data previously presented, that the services for enterprises gained a particular role in the development of the unities that appeal to such services, most of the time indispensable for the good development of their activity. The special contribution of the informational services, of the services of consultancy, of architecture, of bookkeeping and accountancy revision, activities that are not actually missing from any economical unity, irrespective of the activity volume or the number of employees is well known. An accentuated attention is requested for the research development services considered the basis of the competitiveness of every activity taking place inside a market economy. In the Romanian economy, as well, we can find this necessity for the research development services, but, at the same time, availability towards their development, towards the impulsion of the physical and juridical persons, that deploy such activities.

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