

<<国际服务贸易>>

图书基本信息

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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。

<<国际服务贸易>>

书籍目录

- Chapter 1 Introduction to Service Economy (服务经济导论)
 - 1.1 Understanding of service (对服务的理解)
 - 1.1.1 Definition of service (服务的概念)
 - 1.1.2 Characteristics of service (服务的特征)
 - 1.1.3 Classifications of services (服务的分类)
 - 1.2 Understanding of service industry (对服务业的理解)
 - 1.2.1 Service industry and the third industry (服务业与第三产业)
 - 1.2.2 Service industry and manufacturing industry (服务业与制造业)
 - 1.2.3 Classifications of service industry (服务业的分类)
 - 1.3 Understanding of trade in services (对服务贸易的理解)
 - 1.3.1 Definition of trade in services (服务贸易的界定)
 - 1.3.2 Characteristics of trade in services (服务贸易的特点)
- Key terms
- Questions
- Reading material
- Chapter 2 Basic Categories of International Trade in Services (国际服务贸易的基本范畴)
 - 2.1 Concept and characteristics of international trade in services (国际服务贸易的概念及特征)
 - 2.1.1 Concept of international trade in services (国际服务贸易的概念)
 - 2.1.2 Similar concepts of international trade in services (国际服务贸易的相近概念)
 - 2.1.3 Characteristics of international trade in services (国际服务贸易的特点)
 - 2.2 Classifications of international trade in services (国际服务贸易的分类)
 - 2.2.1 Statistical classification of international trade in services (国际服务贸易的统计分类)
 - 2.2.2 Logical classification of international trade in services (国际服务贸易的逻辑分类)
 - 2.3 Statistics of international trade in services (国际服务贸易的统计)
 - 2.3.1 Development of statistics of international trade in services (国际服务贸易统计的发展)
 - 2.3.2 Statistical system of international trade in services (国际服务贸易统计体系)
 - 2.3.3 China's statistics of international trade in services (中国国际服务贸易的统计方法)
- Key terms
- Questions
- Reading material
- Chapter 3 Theory of International Trade in Services (国际服务贸易理论)
 - 3.1 Relative theory of service (服务相关理论)
 - 3.1.1 Theory of service value (服务价值理论)
 - 3.1.2 Utility value of service (服务效用价值理论)
 - 3.2 Relative theory in service industry (服务业相关理论)

<<国际服务贸易>>

- 3.2.1 Petty—Clark Theorem (配第一克拉克定理)
- 3.2.2 Path theory on service development (服务业发展路径学说)
- 3.3 Relative theory on trade in services (服务贸易相关理论)
 - 3.3.1 Research on trade in services by traditional Wade theory (传统贸易理论对服务贸易的研究)
 - 3.3.2 Research on trade in services by modern trade theory (现代贸易理论对服务贸易的研究)
 - 3.3.3 From comparative advantages to competitive advantages of trade in services (从服务贸易的比较优势到竞争优势)
 - 3.3.4 Empirical analysis of trade in services (服务贸易的实证分析)
 - 3.3.5 Analysis of liberalization in services (服务贸易自由化的分析)
 - 3.3.6 Analytical framework of trade in services (服务贸易分析框架)

Key terms

Questions

Reading material

Chapter 4 Policy of International Trade in Services (国际服务贸易政策)

- 4.1 Evolution of trade policy in services (服务贸易政策演变)
- 4.2 Policy of trade liberalization in services (自由服务贸易政策)
 - 4.2.1 Trade liberalization and economic efficiency (自由贸易与经济效率)
 - 4.2.2 Welfare analysis of liberalization of trade in services (服务贸易自由化的福利分析)
 - 4.2.3 Policy selection of liberalization of trade in services (服务贸易自由化的政策选择)
- 4.3 Policy of protecting trade in services (保护服务贸易政策)
 - 4.3.1 Trade in services barriers and types (服务贸易壁垒及类型)
 - 4.3.2 Measure of trade in services protection level (服务贸易保护程度的衡量)
 - 4.3.3 Comparison and selection of protective policy of trade in services (服务贸易保护政策的比较与选择)

Key terms

Questions

Reading material

Chapter 5 Foreign Direct Investment (FDI) and Transnational Corporations of Service Industry (服务业的对外直接投资与跨国公司)

- 5.1 Overview of FDI and transnational corporations in service industry (服务业对外直接投资与跨国公司概述)
 - 5.1.1 FDI of service industry (服务业对外直接投资)
 - 5.1.2 Transnational corporations in service industry (服务业跨国公司)
- 5.2 Theoretical analysis of reasons for development of FDI and transnational corporations in service industry (服务业对外直接投资和跨国公司发展动因的理论分析)
 - 5.2.1 Applicability of traditional FDI theory in international trade in services (传统对外直接投资理论在服务贸易领域的适用性)
 - 5.2.2 Eclectic theory of international production (国际生产折中理论)
- 5.3 Organizational forms of transnational corporations in service industry (服务业跨国公司的经营组织形式)
 - 5.3.1 Non—equity cooperation (非股权合作形式)

<<国际服务贸易>>

5.3.2 Equity cooperation (股权合作形式)

5.4 Effects of FDI and transnational corporations in service industry (服务业对外直接投资与跨国公司的影响)

5.4.1 Effects on the world economy (对世界经济的影响)

5.4.2 Effects on parent country and host country (对母国及东道国的影响)

Key terms

Questions

Reading material

Chapter 6 Development of World International Trade in Services (世界服务贸易的发展)

6.1 Development of international trade in services (国际服务贸易的发展)

6.1.1 Characteristics of international trade in service development (国际服务贸易发展特点)

6.1.2 Development trend of international trade in services (国际服务贸易发展趋势)

6.2 Development of China's trade in services (中国服务贸易的发展)

6.2.1 Current developing situation of China's trade in services (中国服务贸易发展的现状)

6.2.2 Characteristics of China's trade in services (中国服务贸易的特点)

6.2.3 Basic principles of services trade opening (服务贸易开放的基本原则)

6.2.4 Legislation on China's trade in services (中国服务贸易立法)

6.2.5 The development prospect of China's services trade (中国服务贸易发展展望)

Key terms

Questions

Reading material

Chapter 7 Agreements on International Trade in Services (国际服务贸易协议)

7.1 Introduction to General Agreement on Trade in Services (GATS) (总协定概述)

7.1.1 Background of GATS birth (GATS产生的背景)

7.1.2 Main purpose and basic rules of GATS (GATS的宗旨及其基本原则)

7.2 Review on General Agreement on Trade in Services (《服务贸易总协定》内容评述)

7.2.1 Structure and characteristics of GATS (结构与特点)

7.2.2 Contents of GATS (GATS的内容)

7.3 Main limitation and follow—up negotiations of GATS (GATS的主要局限和后续谈判)

7.3.1 Main limitation of GATS (GATS的主要局限)

7.3.2 Further negotiations of GATS (GATS的后续谈判)

7.4 Regional agreements on trade in services (服务贸易的区域性协议)

7.4.1 Agreement on trade in services of EEC (欧盟服务贸易协议)

7.4.2 Agreement on trade in services in North—American free trade area (北美自由贸易区的服务贸易协议)

7.4.3 APEC agreements on trade in services (亚太经合组织的服务贸易协议)

Key terms

Questions

<<国际服务贸易>>

Reading material

Chapter 8 Traditional Trade in Services (传统服务贸易)

8.1 Trade in transport service (运输服务贸易)

8.1.1 Overview of principles for trade in transport service (运输服务贸易原理概论)

8.1.2 Trade in marine transport service (海运服务贸易)

8.1.3 Trade in air transport service (航空运输服务贸易)

8.1.4 Other transport service (其他运输服务)

8.1.5 International trade in transport service (国际运输服务贸易)

8.1.6 China trade in transport Services (中国运输服务贸易)

8.2 Trade in tourism service (旅游服务贸易)

8.2.1 Overview of principles of trade in tourism service (旅游服务贸易原理综述)

8.2.2 Trade in tourism service under the context of knowledge economy (知识经济环境下的旅游服务贸易)

8.2.3 Analysis of tourist service (旅游服务分析)

8.2.4 Vista of tourism (旅游业发展远景)

8.3 Trade in financial service (金融服务贸易)

8.3.1 Concept of trade in financial service (金融服务贸易的概念)

8.3.2 Financial industry development (金融业发展)

8.3.3 Analysis of trade in financial service (金融服务贸易分析)

8.3.4 Vista of financial industry (金融业发展前景)

8.4 Trade in insurance service (保险服务贸易)

8.4.1 Insurance service and world economy (保险服务业与世界经济)

8.4.2 Development of insurance industry (保险业的发展)

8.4.3 Vista of insurance industry (保险业发展前景)

Key terms

Questions

Reading material

Chapter 9 Emerging International Trade in Services (新兴服务贸易)

9.1 Trade in technical service (技术服务贸易)

9.1.1 Status quo of China ' S technical service opening to the world (中国技术服务业的对外开放状况)

9.1.2 Intellectual property challenges to China's trade in technical service (中国技术服务贸易面临的知识产权挑战)

9.2 Trade in computer and information services (计算机和信息服务贸易)

9.2.1 Status quo of China's computer and information services opening to the world (中国计算机和信息服务业的对外开放现状)

9.2.2 ITO (Information Technology Outsourcing) , a will-be highlight in China's information service (信息技术外包将成为中国信息服务业的新亮点)

9.3 Trade in professional service (专业服务贸易)

9.3.1 Trade in accounting service (会计服务贸易)

9.3.2 Trade in legal service (法律服务贸易)

9.3.3 Trade in medical service (医疗服务贸易)

9.3.4 Trade in consulting Service (咨询服务贸易)

9.4 Offshore outsourcing of service (服务离岸外包)

9.4.1 Motivation for offshore outsourcing

ofservice (服务离岸外包的动因)

9.4.2 Effects of offshore service outsourcing on host countries (服务离岸外包对受包国的作用)

Key terms

Questions

Reading material

主要参考文献

章节摘录

(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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