

COLLECTIVE ENTREPRENEURSHIP, INNOVATION AND INTERNATIONALISATION IN THE SERVICE INDUSTRY (1900-2017)

Workshop at the EBHA Congress 2022

Organizers: Águeda Gil-López (Universidad Complutense de Madrid), Elena San Román (Universidad Complutense de Madrid) and Espen Storli (Norwegian University of Science and Technology)

Over the last decades, the EU has become a “service economy” as far as service sectors have developed faster than manufacturing sectors, and services account for some 70 percent of the EU economy. This involves that the performance of the EU economy will largely rest on the performance of the service sector.

Service industry is an old and broad concept that includes a myriad of economic activities. In this Workshop, we aim to provide a historical account and a managerial approach on how companies in the service industry have grown, innovated and become international along the course of the twentieth century in Western Europe.

Service industry is an important research field with a long path of academic contributions from a Management perspective. Since the first academic peer reviewed journal in the world devoted to the services sector and service management in 1981, the Service Industrial Journal, academics involved in Management have done important contributions to our existing knowledge that could be exemplified by the wide numbers of Journals focused on the sector such as the Journal of Service Research, Journal of Service Management, Journal of Service Theory and Practice just to quote a few ones. Unfortunately, most of the research within the Management area lacks of a historical perspective and the international research focused on the historical side of services tends to offer a fragmented vision between the different sectors as it is highlighted in the existence of specific journals for different service sectors, for instance, the Journal of Transport History or the Journal of Tourism History.

Within the history of the services activities in the last century in Western Europe the topic of collective entrepreneurship goes beyond dominant literature about industrial history and aims to focus in companies that perform their activities in the services field. With a multidisciplinary and inter-territorial approach, which aims at bringing together business history and entrepreneurship theory, responding in this way to the recent calls for a historic turn in entrepreneurship studies offering the opportunity to relaunch dialogue between history and theory, as recent work by Peter J. Buckley, Dan Wadwhani, Geoffrey Jones, and Alfredo di Massis have stressed in contributions published in peer-reviewed international journals and books in the last years. We would like to show the potential of mutual contributions from entrepreneurship and business history to understand the keys for a sustainable management of enterprises in the services industries in Europe.

Format

Our workshop will be a forum in which the participants will present the drafts of the chapters in progress of a book that will be edited by Paloma Fernández (UB) and Elena San Román

(UCM) and accepted for publication in 2022 by Emerald Publishing. The participants will receive a valuable feedback to finish their chapters.

Purpose

Our workshop will be a forum in which we will share and review the drafts of the chapters in progress of a book that will be edited by Paloma Fernández (UB) and Elena San Román (UCM) and accepted for publication in 2022 by Emerald Publishing.

The book is one of the outcomes of a Research Project funded by the Spanish Ministry of Education in the 2018 call For R&D&I Projects "Generation Of Knowledge" Of the State Programme for the generation of knowledge and the scientific and technological strengthening of the R&D&I system

It seems clear that our understanding about the historical drivers that have supported the service industry expansion, dynamism and change is still limited. Besides, these are very heterogeneous sectors, with some outstanding points in common and relevant differential elements, which have rarely been compared and contrasted since a historical perspective. In this book and throughout our project, we aim to fulfil this gap by providing a historical account, nurtured by existent theories of entrepreneurship, on how companies in the service industry activities have grown, innovated and become international along the course of the twentieth century. This will shed light on the roots of their current successful position in the European economy and help identify the set of intra- and extra-organizational drivers that have explained their past growth and might also support their future competitiveness and expansion. We will contribute to better understanding these drivers and the long terms dynamics of the service industry in the by borrowing and applying existent concepts and theories of entrepreneurship, more specifically, those that understand entrepreneurship as the result of actions undertaken by groups of individuals connected by formal and/or informal ties.

Participants

1. The role of business services in the development of European commodity trading companies in the 20th century by Espen Storli (NTNU, Norway)
2. *From farmers to hoteliers. Building the Spanish touristic economy (1950-1973)*, by Alicia Sierra (UCM, Spain), Jorge Hernández Barahona (UCM, Spain), Águeda Gil (UCM, Spain), Elena San Román (UCM, Spain)
3. *Entrepreneurial hospital managers and physicians in the transfer of North American ideas of hospital management to Europe in the 20th century*, by Paloma Fernández (UB, Spain)
4. *Evolution of Public Services: The Case of UK Leisure Centres in the Late 20th Century*, by Alex Gillett (York University, UK) and Kevin Tennent (York University, UK)
5. *Alliances as a cooperative strategy in the airline sector (1980-2020)*, by Javier Vidal (Universidad de Alicante, Spain)
6. *Building an Enterprise for the Future through Network Bricolage and Memories of the Past*, by Águeda Gil (UCM, Spain), Elena San Román (UCM, Spain), Sarah Jack (Stockholm School of economics) and Ricardo Zozimo (Nova, Lisboa)