Research on the Model of the Producer Services Promoting Economic Development of Guangdong

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ABSTRACT

Producer services industry is the innovation source of economic growth in the new era, which embodies the integration of manufacturing industry and service industry. Exploring the relationship between industry convergence and productive service industry efficiency will help to accelerate the pace of China's industrial upgrading. Productive service industry and manufacturing industry fusion process essence is the process of decomposition and reconstruction of value chain integration, the integration of productive service industry relationship to the basic activities of the industry value chain, and the structural convergence of manufacturing to the manufacturing industry value chain activities. Targeted to improve the efficiency of regional producer services, deepen the integration of manufacturing and service industries, and promote the industrial chain to high-end jump.

INTRODUCTION

Producer service industry is directly related to the manufacturing industry, mainly including: finance, insurance, law, accounting, management consulting, research and development, communication, advertising, logistics, warehousing, real estate, etc. Compared with the traditional service industry, producer services is a kind of modern service industry with high intelligence, high accumulation and high growth. In service economy increasingly globalized economy, productive service industry economy "glue" role has been widely recognized. The development of producer services can play to the optimization allocation of resources, promote industrial competitiveness, promote the upgrading of the industrial structure and so on, has a pivotal position in the development of national economy, the development of productive service industry has become an important engine of economic growth in countries or regions, also is a measure of an important symbol of the modernization degree of a country or region.

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With China’s economic development has gradually entered the new normal, the traditional manufacturing development model is difficult to continue. We must rely on the transformation and upgrading to achieve sustained and healthy economic development. Although the producer-service industry in our country has developed rapidly in recent years, the current situation is still low, the proportion is insufficient, the structure is backward and the regional development difference is big. Guangdong’s productive service industry compared to the international level of high-end shortage, low-end surplus: is the modern logistics, finance, insurance, business and technology service, and so is representative of high-end production service industry the proportion of investment is low, development has lagged behind, the lack of international competitiveness of large enterprise groups with, well-known brands and high level talents; the second is the excess of different degree in the traditional low-end goods transportation, commerce and industry, and an early start in the low-end transportation, warehousing, trade industry occupy the core a sector of an area of the city, the transformation hysteresis also hindered the production of high-end services in.

RELATED THEORETICAL RESEARCH ON THE INFLUENCE OF PRODUCTIVE SERVICE ON ECONOMIC DEVELOPMENT

The domestic and foreign academic circles have formed four kinds of theories for the research of producer services:

Demand Theory

"Demand theory" that the manufacturing industry is services (including production service industry) development of the premise and foundation, reveals the origin of productive service industry, namely in the context of industrial division deepening, from the manufacturing industry value chain decomposition independent service industry, depends on the development of the manufacturing industry; hold this view of foreign scholars Cohen & Zysman (1987), Rowthorn & Ramaswany (1999), Klodt (2000), Guerrieri & Meliciani (2003) and others. Chinese scholar Zhang Shixian believes that industrialization is the economic and social development in China is difficult to stride across the “Caudium gorge”. Through the analysis of economic data in 2004 found Liu Peilin, Song Zhan, Department of Producer Services in China from its intrinsic attribute is a relatively expensive industry, because the equipment required for a labor assets more than manufacturing, financial effect and economic benefits than manufacturing deviation and into these services investment threshold lower than the manufacturing sector.

Supply Theory

"Supply theory" that the service industry especially the productive service industry is the prerequisite and basis for manufacturing productivity can be improved, no advanced producer service industry, it is impossible to form a strong competition in the manufacturing sector. To reveal the contribution of independent producer services
on manufacturing; Pappas & Sheehan (in 1998), Karaomerlioglu & Carlsson (1999), and Eswaran & Kotwal (2001) in the respective papers describes this view. According to the actual situation of our country, Jiang Xiaojuan, Li Hui and points out, lagging behind the development of China's service industry, low efficiency, has become an important factor to restrict the economic growth of our country in the future.

**Interaction Theory**

"Interaction theory" that the two-way interaction between manufacturing and producer service industry, is the sum of the two points of view; Payne pointed out that with the development of the service economy, service industry and manufacturing industry has been involved in stage they were highly correlated and complement. Gu Naihua in China's special institutional transformation environment, further investigation of the relationship between producer services and manufacturing sector. He believes that in the period of economic transition, in addition to the attention of producer services should be through intermediate inputs play of manufacturing "spillover efficiency", also should attach importance to the production of the service industry play "spillover effect of the reform". In recent years, with the development of China's service industry, the domestic scholars on the relationship between service industry and manufacturing industry has been widely discussed from different aspects. Chen Xian and Jian Feng Huang (2007) discussed the evolution of the relationship between China's service industry and manufacturing industry from the angle of division of labor to do the thorough investigation. The study found manufacturing industry in our country now stage service sector output is the main consumer, service industry of manufacturing industry has a strong dependence; Jiang Jing, (2007) industry classification and district level panel data to test the interactive relationship between manufacturing and producer service industry, pointed out that the producer service industry development, can promote the manufacturing industry as a whole production efficiency enhancement.

**Fusion Theory**

"Fusion theory" is a new viewpoint in the recent years. It expounds the process of integration and interaction between producer service industry and manufacturing industry from the point of value chain decomposition and reconstruction. With the development and wide application of information communication technology, the boundary between producer services and manufacturing industry is becoming more and more blurred. Early studies abroad, Markusen by constructing a mathematical model that production scale and market expansion will continue to refine the division of labor, the productive service industry separated from manufacturing industry, and continues to promote its development. Similarly, Vandermerwe with manufacturing service description of productive service industry, that the manufacturing industry through the value chain of the forward and after shift, emphasis on services to enhance industrial competitiveness, so as to make the transition from manufacturing to
services. In our country, Zhou Zhenhua has made a more comprehensive summary of the literature in this area.

**THE CONTRIBUTION OF PRODUCER SERVICES TO REGIONAL ECONOMIC DEVELOPMENT**

In 2014, for example, the proportion of producer services in the third industry in Guangdong province has more than 50% to replace the traditional service industry has become the most important industry in the third industry. Guangdong 2014 industrial added value and producer services added value were ¥29327.6, ¥20468.3 corresponding to the ratio of 1:0.7. That is to say, in urgent need of industrial transformation and upgrading of Guangdong, the effective supply gap of producer services to more than 30%. From the whole, the contribution rate of producer services to national economy is 15%, which shows that the productive service industry has played an important role in the national economy, and its contribution to the national economy is significant. Study on absorbing labor force employment point of view, in 2015, the employees of the producer services industry in Guangdong province accounted for the proportion of total employment is 10.2%, and in 2005 this proportion was only 4.23%, indicating that productive service industry development level, although in its infancy, smaller, but the strong momentum of development, rapid growth rate.

At the same time, from the productive service industry and the national economy growth rate comparisons can be seen, the rapid growth of productive service industry, not only led to the development of service industry, and promote the overall development of the national economy. 2015, Guangdong producer services added value of 1.96 yuan, accounting for 53.1% of the service industry, accounting for GDP proportion of 26.9%. According to estimates, 45 period, the productive service industry will maintain an annual growth rate of 9.5%, to 2020, the producer service industry added value will be close to 3 trillion yuan, the service industry accounted for the proportion of 65% to Accounted for more than 30% of GDP. It can be seen that the rapid growth of the national economy in Guangdong Province in this period cannot be separated from the stimulating effect of producer services.

Four, Guangdong development and production of the service industry's policy recommendations.

**Based on the Development Model of Producer Services Outsourcing Innovation**

To promote the development of manufacturing enterprise service outsourcing, through the policy of tax incentives to traditional manufacturing enterprises will be supporting the outsourcing of services to the enterprise to expand the market demand for producer services. At the same time, it can make the manufacturing enterprises focus on strength training and improve their core competitiveness, reduce business costs, but also can improve the professional level of producer services enterprises. Specifically, the government should relax market access conditions, the establishment of productive service industry association to encourage and guide the development of
high-end producer services enterprises, to control and reduce the number and size of the low-end production service enterprises, guide the transformation of the low-end services. Establish a fully competitive service industry market environment, and promote the formation of industrial enterprises in the implementation of outsourcing services outsourcing.

Pay Attention to the Construction of the Industry Association

From developed countries in Europe and the United States to develop the production of service industry experience, developed countries through the formation of industry associations to strengthen and guide the regional producer services market management. The American Association of Science and Technology service promotes the development of modern science and technology service industry. To the pivotal role, the association assists the government to plan for the service of science and technology, make the industry development policy, standardizing the market competition order, carried out at the same time service of science and technology, guide industry enterprise development direction, held science and technology exhibition services. These industry associations have clear objectives and responsibilities, and at present, Guangdong Province, most of the industry association has lagged far behind the development of, objectives and responsibilities is not clear, can not very good build a bridge between the government and SMEs. By drawing lessons from the successful experience of industry organizations in developed countries, promoting the development of producer services in Guangdong province is very important for the cultivation of mature professional services market system.

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REFERENCES