Analysis on the Research Topic of “Service-oriented Economy” Based on Bibliometrics

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Keywords: service-oriented economy; bibliometrics; regional characteristics.

Abstract. The service-oriented economy takes up an increasing proportion in China. The research on the theories and practice of service-oriented economy has gradually become the research hotspot. In order to know the situation of research on service-oriented economy, the author conducted the statistical analysis of the research essays about service-oriented economy included in CNKI with bibliometrics. According to the results, the research conducted from 2003 to 2008 focused on the exploration of the theories of service-oriented economy and the reflection on the current situation of China’s service industry, and the research conducted from 2008 to 2013 focused on the practice research of development of service industry and the research on the influence of service industry on the economic development. The author further reached the following conclusion: there is room for more in-depth and extensive research on service-oriented economy in China.

1 Introduction

Service-oriented economy refers to an economic status where the relative ratio of the output value of service-oriented economy in GDP exceeds 60%, or refers to the economic momentum that the relative ratio of employment figure of service-oriented economy in the employment figure of national economy exceeds 60%. The term “service-oriented economy” was brought up by American economist Victor R. Fuchs in 1968 in response to the structural reform of global economy occurring after 1950s. For more than 50 years, service-oriented economy has become an important part to evaluate the economic development level of a country. The research on the relevant theories and practice of service-oriented economy has been attached importance to by various countries in the world.

Modern service-oriented economy came into being at the stage of advanced development of industrialization and was developed by relying on information technology and modern management concepts. The development level of modern service-oriented economy has become one of the important indicators to measure regional modernization and competitiveness, and is a new potential growth point of regional economy.

In foreign countries, the service-oriented economy has a relatively mature system and its own mode of operation, and plays a significant role in the economic aggregate. In China, with the development of the market economy in the past 20 years, the service-oriented economy has gradually drawn the attention of government authorities, and its proportion in the national economy has gradually increased. Vigorously developing the service-oriented economy is an important way for China's ongoing industrial restructuring and upgrading; it is of strategic significance in relation to the future economic development trend and innovation.

In this essay, the author conducted the statistical analysis of the research papers on service-oriented economy from 2003 to 2013 included in CNKI, to reveal the current situation and hot spots of service-oriented economy in China.
2 Data Source and Research Methodology

The data of this essay comes from China National Knowledge Infrastructure, which is abbreviated as CNKI. The subject field of retrieval is "service-oriented economy" and the period is "2003-2013". Based on bibliometrics, this essay analyzes the service-oriented economy research papers included in CNKI.

3 Overview of Research Papers of Service-oriented Economy

From 2003 to 2013, CNKI included 733 service-oriented economy research papers. The total number of these papers of being referred to is 1258, the average number of a paper of being referred to is 1.716. The number of papers is firstly increased (from 19 in 2004 to 121 in 2009) and then decreased continuously and dropped to 62 in 2013 (see Fig. 1).

4 Bibliometric of Research Papers of Service-oriented Economy

In China, there are more than 40 research institutions studying the service-oriented economy. East China Normal University published the most papers and the number was 11 and accounted for 1.5%. Hunan University, Jilin University and Dongbei University of Finance and Economics contributed 8 papers respectively which accounted for 1.09% respectively. Beijing University of Posts and Telecommunications, Shanghai Jiaotong University, Ji’nan University, Lanzhou University and Wuhan University of Technology contributed 6 papers respectively which accounted for 0.82% respectively.

In the research of "service-oriented economy", the regional specific research accounts for the majority. This is because the service-oriented economy has obvious regional characteristics and is less adaptable. Every place has its own resource advantages and cultural background. In the service-oriented economy, there is no indicator that can be universally applied to any place. Therefore, regional research is particularly prominent in the research process of service-oriented economy. Only when each region has its own way of developing service-oriented economy can the vitality, flexibility and sustainability of service-oriented economy become more prominent.

5 Conclusion

As indicated by the analysis of the research papers on service-oriented economy of Chinese scholars, service-oriented economy has gradually transitioned from theoretical exploration to regional practical research in China. This is a qualitative leap from theory to practice. Scholars from
research institutions in our country express their own opinions from different perspectives and minds meet through the cross-citation of papers. In the process, many new achievements have been published in the form of papers. We need to see rationally that China's economy is developing towards the service-oriented economy, however, the research on service-oriented economy needs to be strengthened in breadth and depth. More in-depth research should be conducted from the theoretical perfection and the regional practice of service-oriented economy.

Furthermore, it is worth considering that the number of papers reached a peak in 2009. After the financial crisis swept through, reflection on the service-oriented economy was prompted by the thoughts on the economic structure reform. This led to a peak in the number of papers published in 2009. In normal research, relevant national agencies and departments have the responsibility and obligation to build a better and more open communication platform for experts and scholars and even ordinary people to participate in the discussion.

Finally, in view of the obvious regional flexibility of service-oriented economy, efforts should be made from the following two aspects: 1. establish an exchange platform for service-oriented economy research; it is preferably bilingual in Chinese and English, to break through the barriers of international language exchange, and enable researchers interested in this aspect to have a window to see the achievements of foreign service-oriented economy; 2. intensify on-the-spot investigation to make the research of service-oriented economy rooted in real life.

All in all, for the transformation of China's service-oriented economy, we should keep a foothold in our own country, learn lessons from foreign countries, reinforce learning and research and carry out higher-leveled academic exchanges, so that the service industry will become a new and more powerful pillar of China's economic growth.

Acknowledgement

This research was funded by Scientific Research Project of Lingnan Normal University. The project is Research on Economic Growth in Underdeveloped Areas (Xu Yanli, Grant No. ZW1807).

This research is supported by Guangdong Coastal Economic Belt Development Research Center, Lingnan Normal University (Grant No. 20191L01).

This research was financially supported by Overseas Scholarship Program for Elite Young and Middle-aged Teachers of Lingnan Normal University.

It is a pleasure to acknowledge the support of the project from Xu Yanli being selected in the introduction of shortage top talent of “Yangfan (Sailing up) project” in Guangdong Province in 2014. The project is Leading Industry Development Strategy Research in Emerging Areas in Western Guangdong for Accelerating the Economic Development of Western Guangdong.

It is also a pleasure to acknowledge the support from the following projects: (1) the talents introduction project of universities in Guangdong Province and from Guangdong University of Petrochemical Technology. The project is the Coordinating Development Model Construction and the Path Research of Technical Capability and Technology Management Capability in Equipment Manufacturing Industry. (2) The talents introduction project of Guangdong University of Petrochemical Technology. The project is Research on the Coordinating Development Model and Path of Technical Capability and Technology Management in Maoming (513088). (3) comprehensive reform experiment of International Economics and Trade major in Guangdong University of Petrochemical Technology. (4) International Education Department in Guangdong University of Petrochemical Technology. The project is Research on Teaching Quality Evaluation for the major International Economics and Trade in English in the Background of International Education (Grant No. 2014GDUPTGJ-07). (5) Excellent Course “Macroeconomics” in Teaching Quality and Teaching Reform Project in Lingnan Normal University in 2017 (Grant No. 114961700227).
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