

Abstracts

The Growth of a Service Industry and Employment

Nobuo Isagai (Professor Emeritus, Saga University)

The tertiary sector is an important sector accounting for above 70% of the Japanese economy (in terms of GDP and employment). Of this tertiary sector, the proportion of service industries in Japan's employment increased from 23% in 1990 to 36% in 2014. In the transformation from an industrial to a post-industrial society there are several different stages. First, in the very development of industry there is a necessary expansion of transportation and of public utilities as auxiliary services. Second, in the mass consumption of goods there is an increase in distribution. Third, as national incomes rise, the sector of personal services begins to grow. Finally, the claims to the good life become centered on the two areas—health and education. Furthermore, since 1990 the rapid expansion of business-related services (Professional, scientific and technical services) supports transnational corporations. This paper describes the service industries from the viewpoint of employment (including self-employment), productivity, wages, input-output analysis and so on. While productivity growth in the service industries has been smaller than that in the manufacturing industry in most advanced countries, their difference is especially noticeable in Japan.

Productivity in the Service Sector and Labor Market

Masayuki Morikawa (The Research Institute of Economy, Trade and Industry)

In advanced countries, including Japan, the service industries account for around 80% of the labor force, and improving their productivity is the key to increasing the growth potential for the economy. This paper overviews evidences on the relationship between service sector productivity and the labor market. The topics include wages in the service sector, employment adjustment, and management practices. In addition, we discuss policy issues related to the local labor market, such as regional wage disparities, commuting time in metropolitan areas, and efficient provision of public services. Because typical services have distinct characteristics of simultaneous production and consumption, service industries' productivity performance is significantly affected by demand fluctuations and the spatial density of economic activities, which, in turn, causes various labor market issues including non-standard employment and female labor participation. In order to enhance service sector productivity, making political decisions under the trade-off between different policy goals is inevitable. When multiple policy tools are available, efficient allocation of the policy tools is desirable.

Working Conditions in the Service Economy: A Focus on Job Quality

Namie Nagamatsu (Kwansei Gakuin University)

Recently, many advanced countries have undergone post-industrialization, and the main engine of employment growth has been the expansion of the service sectors. In this paper, we classified economic sectors into five categories: (1) the traditional sector, (2) the business service, (3) the consumer service, (4) the social service and (5) the public sector, and we clarified whether job quality in these three service sectors is good or bad. We considered skill levels, the incidence of nonstandard workers (temporary workers and part-time workers), and working long hours as measurable aspects of job quality. From analyses using data from several surveys, we got the following two findings; first, in consumer services, the ratio of nonstandard workers is very high and standard workers work longer hours. Second, the expansion of the social service sector has increased the number of female workers in a variety of occupations. In social services, workers are more highly skilled and standard workers tend to work shorter hours compared with other economic sectors. However, we found that not negligible numbers of workers in the social service are temporary, and the ratio of temporary workers is higher than the traditional sector for male workers. This is one of the reasons why employment has become insecure in the service-led economy in Japan.

Capabilities, Aptitudes, Consciousness and Behavior Required in Service Industries:
From the Data Analysis of “50,000 Workers Web Occupational Trend Survey”

Shinsaku Matsumoto (The Japan Institute for Labour Policy and Training)

In terms of GDP, service industries and the tertiary sectors, which 70% of our labour force is engaged in, is becoming increasingly important in the society. In that case, what kind of human resources are sought after by the service industries? Here we review the capabilities, aptitudes, consciousness and behavior that are required in the service industries. We also compare the service industries with the manufacturing industry, which hitherto has been the main industry, and an industry for which the work style is relatively straightforward to envisage. Furthermore concerning the service industry which includes a variety of industries we also investigated the differences within the service industry itself. When we examine the studies and so forth on vocational aptitude, vocational preference and personalities sought after by the service industries, the vocational aptitude and vocational preference differ greatly between the manufacturing and the service industries. Here we have aggregated and analyzed anew a data set of “50,000 Workers Web Occupational Trend Survey” for about 27,000 people gathered in 2014. Including the elements such as employability and competency, and using for reference the examination on the abilities required for working with the OECD, the Ministry of Economy, Trade and Industry and the Ministry of Health, Labour and Welfare, we have categorized the elements such as the abilities necessary for work, extensively into over 50 items based on consciousness, behavior, skill, knowledge and so forth, and we recounted and reanalyzed the sections surveyed. The results indicated that the abilities required by the service industries were different from those required by the manufacturing industry, and also that within the service industries, such as the medical care, welfare, IT and retail industries, a different set of abilities were needed. Next, the components from the Principal Component Analysis of these over 50 items regarding the abilities, etc. showed the 6 ability components needed for work were “positive attitude”, “good impressions”, “the ability to explain well”, “be good with mechanical things”, “business sense” and “academic”. After examining these 6 ability components from various angles, we were able to obtain relatively consistent results. By industry there were differences such as, “positive attitude” was a common ability component needed by various industries, “good impressions” was required by the welfare, medical care, catering and retail industries, “the ability to explain well” was necessary for the medical care, welfare and IT industries, and “be good with mechanical things” was necessary for the IT and manufacturing industries.

A Consideration of Media Content Producers’ Ways of Working and their Career Development

Masaru Yamashita (Aoyama Gakuin University)

As the media content business becomes more active in Japan in recent years, a lot of Japanese managers are looking for business producers who constantly propose new plans and take the responsibility for operating the project. This paper focuses on the producers in the Japanese film industry and animation production companies, and aims to discuss their ways of working and their career development. The producers’ roles are divided into design, production, and performance. In reference to that, producers are also classified as on-site producers who stress production aspects and managerial producers who stress on performance aspects, each developing in different circumstances. On-site producers master their skills on shooting sites while managerial producers master their skills in meetings with sponsors. But it is the companies they belong to that give both their titles and jobs. Most creative managerial producers select a ‘comparative career formation’ and most creative on-site producers select an ‘emergent career formation’ in the career capital pyramid model that this paper presents as a framework to explain their creative careers. Furthermore, this model suggests that creative on-site producers get better results than creative managerial producers because on-site producers are better at the integration of design, production, and performance in the Japanese context while the three roles conflict each other. However

it is a problem that such excellent producers are not developing well in Japan.

The Issues on Working Hours and Regulations on Working Hours Attributed by the Expansion of the Service Industry

Takahiro Asano (Hokkai-Gakuen University)

The economy and society in Japan today, is changing dramatically due to the increasing importance of service industries in the economy. The remarkable development of information communications technology such as the Internet and PC communication in addition to the means of communication like the mobile phone has seen a rise of jobs that enable people to use their discretion, and make use of their professional abilities and creative ideas to the full, as opposed to the conventional way of a collective and fixed way of working, with the workers aggregating at a fixed place at a fixed time. In view of these changes, proposals have been made to review the legal system for working hours, for it to change from being a collective and uniform system, to include a discretionary working style that is not bound to any regulations on working hours. On the other hand, there is criticism that the health damage, death from overwork and mental stress and suicide from overwork caused by the long work hours of the workers in our country is of a serious concern, and discretionary employment is being abused to legalize long working hours, and there is no doubt that there is a pressing need to respond to these issues. This paper focuses on the working hours as the main theme, and investigates the practical issues regarding working hours that is recently becoming a problem in correlation with the increasing importance of service industries and analyzing the regulations on working hours that is necessary for the work environment in the service industry. However when considering the regulatory frameworks that conforms with the growth of the service industry, there is a necessity to not only consider the framework of the system, but further discuss what kind of foundation and support is required that enables the workers to work self-sufficiently in both name and substance.

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