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THE " MARKET BUSINESS SERVICES" IN NATIONAL ACCOUNTS
A NEW PANDORA'S BOX ?(1)
THE FRENCH CASE(2)
or
THE "MARKET BUSINESS SERVICES" IN NATIONAL ACCOUNTS
SOME PROPOSALS TO IMPROVE ANALYSIS
THE FRENCH CASE(2)

The views expressed in this paper are those of the author and do not necessarily reflect the view of INSEE.

(1) Pandora was the first woman, made by Zeus, so that he might, through her, punish man for the theft by Prometheus of heavenly fire. She was given a box from which escaped all the ills of human life.

Pandora's box : any source of great and unexpected troubles.

(2) The remarks upon French national accounts are probably reliable for many other countries. In this short paper, this aspect is not analysed.

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PRESENTATION

Nowadays, the "market business services" appear to be the new Pandora's box for national accountants.

Indeed, they have enormous problems for defining simply what "market business services" are, and consequently they have difficulties to treat them in their accounts. But as in the mythology, there is hope at the bottom of this Pandora's box.

In fact, the nature of "market business services" is presently sufficiently well defined, following the development of statistics on market services [1]. So if when you open the box, you always find so many activities and such different ones : technical research, publicity, real estate development, services of lawyers (3)... you can make an extensive inventory of them as in the appendix at the end of this text. In this paper, this list will be a reference for the headings of activities and products studied.

The last problem deals with the difficulty in finding an adequate word to characterize all the listed services in a shorter wording than "market business services except transport, telecommunications, domestic trade, insurance and finance". I propose, the other activities being named without ambiguity, to keep the expression "market business services" for "Pandora's box" in this paper.

In this context, this paper will focus on the difficulties to define adequate concepts and methods to treat services in the national accounts, especially for output, gross fixed capital formation and intermediate consumption.

These problems are linked to the great variety of services, but also to the difficulty to determine the accurate place of services and goods among products.

The presentation of some choices of the French national accounts system related to the benchmark 1980 (2), is followed by some elements about other approaches. Some very approximate measures of the impacts of their adoption for the "market business services" and the other activities illustrate this debate for 1985. Then, some consequences for domestic aggregates and economic analysis using national accounts will be described.

Finally, these very incomplete elements show that knowledge of "market business services" is improving quickly. This type of approach would allow a better description of the whole economy and especially of "market business services".

We shall soon shut the Pandora's box of "business market services", but probably only to discover another one ...

(3) In the French accounts, leasing is excluded from "market business services" and is considered as a financial service.

1 - THE PROPOSALS AND THEIR CONSEQUENCES FOR "MARKET BUSINESS SERVICES"

The difficulties to define concepts for "market business services" exist for nearly all of them, but the study will be focused on output, gross fixed capital formation and intermediate consumption, resources and uses that are the most important for "market business services". Output, intermediate consumption and gross fixed capital formation represent respectively about 80%, 75% and 5% of all the resources in the French accounts in 1985.

However, a complete analysis would also examine external trade and changes in stocks (or rather "work in progress"), two variables where problems of concepts and measures are significant, and naturally the evaluation of prices would be discussed. But this last question, if it touches especially on "market business services", also concerns other products such as elaborated goods (computers, planes...) or financial services.

1.1 - concerning output

This point concerns actual output of branches (or "pure activities"). Its value is close to that of distributed output of the associated product for most branches in "market business services". Principal exceptions are "market research", "rental of goods" and "sundry services to enterprises" for which transfers between branches and products are important.

1.1.1 - The choices of the French national accounts system (2) ([1],[2],[3])

In French national accounting, the definition of output is close to the notion of "margin" for most "market business services". In this case, output is obtained from sales, by taking away retrocession of fees, and services and goods purchased for resale (minus associated changes in stocks). The adoption of this definition is especially primordial for the determination of output for engineering, real estate development and publicity.

For instance, real estate developers' output is obtained by eliminating the buildings' value from their sales.

On the other hand, the concept of output of "recovery", "advertising space buyers" and "temporary staff services" is close to sales. So, in their commodity balances, the uses describe the whole expenditure for the associated product : the intermediate consumption of recovered metals includes the value of the recovered goods, the expenditure on advertising includes payments to media (press, cinema, television) and the temporary staff services include temporary workers' wages.

The "legal counsels" output contains, by convention, registration fees that have nearly the same weight as their output strictly speaking.

Finally, in some other cases like "sundry services to enterprises", if theoretically output is close to "margin", it is very difficult to define and to measure it, because of the extreme variety of its components.

1.1.2 - The proposals

Thus, the evaluations of output are not directly comparable for "market business services". But other choices could be considered, as the following examples show it.

To take into account the re-used goods, which are not produced during the current year, it would be possible to build one or more specific commodity balances that would have negative and positive uses and no output. In this case, the output of the recovery activity could be defined as the recovery enterprises' margin.

For advertizing, it would be possible to define an output of activity close to the profession's margin, by doing a transfer from the output of the activities of the media to the output of the publicity product. So, the advertizing expenditures would describe the total expenditures on advertizing, and the advertizing receipts of the media would be considered as being inevitably linked to these activities.

For temporary staff services, the wages of temporary workers could be eliminated from output and intermediate consumption of the product. On the contrary, they would be included in the value added of the activities that employ these persons.

Finally for "legal counsels", the registration fees could be excluded from the output of their activity (4) but included in that of their product. The taxes would then be considered as residual sales of non market activities.

1.1.3 - A comparative measure of the two approaches

The measures presented here are very approximate and are only useful to give an idea of the amounts concerned. The estimations refer to 1985 and are presented in table 1. The first approach corresponds to output in French national accounts, the second to output according to our proposals.

(4) More generally, an other solution would be to measure output at basic prices and not at producer prices that include specific taxes on products.

TABLE 1 : Measure of output in the two approaches

Activities	Millions of francs	
	Output Approach 1	Output Approach 2
Recovery of commodities	32038	11890
Services of lawyers	49114	26910
Publicity services	62315	42315
Temporary staff services	22442	5642
Other market business services	394511	394511
TOTAL	560420	481268

Sources :

- appendix for the measure of the first approach.
- the estimates for the second approach are obtained from those of the first approach and with the results of the annual survey on service enterprises [4].

The impact of the adoption of the second approach is not negligible for measuring the output of activity. Indeed the output of "market business services" loses around 15% between the two approaches. In particular, the output of the services concerned by the modifications diminishes by 48%.

1.2 - concerning uses

As seen before, the uses studied in this paper will be GFCF (gross fixed capital formation) and intermediate consumption. The breakdown of GFCF between institutional sectors (households, enterprises, administrations) is not analysed here. Thus, GFCF refers to the whole GFCF.

1.2.1 - The choices of the French national accounts system (2)

Gross fixed capital formation in services does not exist in the 1980 benchmark with the exception of expenses linked to transfers of property (registration fees, legal costs and transaction fees to real estate agents) and negative amounts for commodities reused.

But, if these expenses alone are treated directly as gross fixed capital formation of services; another important part of services is included in gross fixed capital formation through specific circuits.

For instance, the output of architects, surveyors and partly of real estate developers is consumed by the building and public works branch. These amounts are considered to be a component of the value of the building output in the form of imputed output, and consequently are included in gross fixed capital formation in the same commodity. A similar accounting circuit is applied to building, infrastructure and industrial

engineering and the associated activities, building, public works and equipment industry.

The underlying concept is to convert services into immovables, only as an element of the value of the goods related to them. In this case, the status of services is different from that of goods which alone are considered as accumulable. This method has the advantage of providing evaluations, for instance that of housing, related expenses included.

Finally, this strict definition of gross fixed capital formation of services corresponds to a wide one for intermediate consumption. Moreover the specific treatment for services "immobilized in other products" confuses the breakdown of intermediate consumption into user's activities.

1.2.2 - The introduction of gross fixed intangible capital formation

The introduction of gross fixed intangible capital formation in national accounts might be effective in the coming benchmark. So, the investment nature of many "market business services" would be taken into account for a large part of software and market research(5).

In this case, it should be interesting to treat directly engineering and services linked to construction in gross fixed capital formation of services.

The adoption of a larger definition of GFCF has the inverse consequence on intermediate consumption. But in this case, it could have a more homogeneous nature.

It could be noticed that the gross fixed intangible capital formation covers in some studies other services such as publicity and education. In the case of publicity, the nature of investment is ambiguous. For education, this nature is undeniable, but there is a difficult problem of measurement and of definition of the borderline with non-market activities. So, the measurements below do not take into account this last hypothesis.

That which is proposed for output (see 1.1.2) has consequences for GFCF and intermediate consumption. For recovery, the negative GFCF disappears and intermediate consumption represents only more margins of recovery enterprises. On the other hand, GFCF and intermediate consumption of services of lawyers and publicity services remain stable. Finally, the intermediate consumption of temporary staff services diminishes in the same way as their output.

(5) I adopt a very limited hypothesis to take into account gross fixed intangible capital formation for market research, the own account output of research being excluded in the measurements (table 2).

1.2.3 - A comparative measure of the two approaches

The measures (5) presented here are very rough and only try to give an approximate idea of the amounts concerned. They are relative to 1985 and are presented in tables 2 and 3.

TABLE 2 : Measure of GFCF

Activities	Millions of francs	
	GFCF Approach 1	GFCF Approach 2
Recovery of commodities	-6663	0
Technical research services	0	25000
Computing and management services	0	30000
Construction services	0	13305
Services of lawyers	23101	23101
Real estate services (except rents)	15574	36683
Market services of research	0	27567
Other market business services	0	0
TOTAL	32012	155656

Notes : * For the computing and management services, the estimate covers the whole intermediate consumption except "data processing".

* The data does not include V.A.T. (value added tax).

Sources : [4], [9] and [11].

TABLE 3 : Measure of intermediate consumption

Activities	Millions of francs	
	Intermediate consumption Approach 1	Approach 2
Recovery of commodities	33258	6447
Technical research services	40527	15527
Computing and management services	51155	21155
Construction services	13305	0
Services of lawyers	15678	15678
Temporary staff services	22442	5642
Real estate services (except rents)	32658	11549
Market services of education and research	37568	10001
Other market business services	274479	274479
TOTAL	521070	360478

Notes : * The proposals for a new treatment of recovery would have impacts on those of external trade and household consumption which are not analyzed here. So the evaluation for recovery is not particularly reliable.

* The data does not include V.A.T. (value added tax).

The impact is spectacular, the GFCF is multiplied by 5. On the other hand, the intermediate consumption decreases by 30%.

2 - THE CONSEQUENCES FOR THE WHOLE ECONOMY

In the first point, I propose new treatments for some services and I give an approximate measure of their impact on statistics of "market business services". Now, I analyse the impacts on data for the whole economy. In a first paragraph, I describe and measure these consequences. Then in a second one, I draw some conclusions concerning domestic aggregates and economic studies stated on national accounts.

2.1 - An inventory of the different cases

Six cases are distinguished according to the impacts on the different variables analysed :

- those of the production account of branches : intermediate consumption of branch (noted ICB), value added (noted VAB), output of branch (noted PB),
- the transfers from the output of branch to the output of product (noted T),
- some lines of commodity balances, output of product (noted PP), GFCF by product (noted GFCF) and intermediate consumption by product (noted IC).

For each case, the modifications between the two approaches are provided in a table for these variables and for the different activities or products noted BS for "market business services", OA for the other activities or products and TOTAL for the whole economy.

2.1.1 - Case 1 : Modification of output and value added :

This case concerns services of lawyers. The registration fees are taking away from the output of the branch to obtain a significant measure of the activity itself. But these fees are taking into account in the output of the product to give an exact idea of the weight of services of lawyers in uses.

Consequently, the increase in the output of the other branches compensates for the decrease in that of services of lawyers and the other variables remain stable.

TABLE 4 : Modifications for case 1 (in millions of francs)

	BS	OA	TOTAL
<u>PRODUCTION ACCOUNT</u>			
ICB	0	0	0
VAB	-22204	+22204	0
PB	-22204	+22204	0
T	+22204	-22204	0
<u>ELEMENTS OF COMMODITY BALANCES</u>			
PP	0	0	0
GFCF	0	0	0
IC	0	0	0

2.1.2 - Case 2 : Modification of output and intermediate consumption :

This case concerns publicity services. The payments to media are eliminated from the output of the branch to obtain a significant measure of the activity itself. But these amounts are taken into account in the output of the product to give an exact idea of the weight of publicity expenditures in uses. So, a transfer is made from the output of the media activities to the output of the publicity product. A decrease in intermediate consumption of media products by "market business services" branches, compensates for that of their output.

TABLE 5 : Modifications for case 2 (in millions of francs) :

	BS	OA	TOTAL
<u>PRODUCTION ACCOUNT</u>			
ICB	-20000	0	-20000
VAB	0	0	0
PB	-20000	0	-20000
T	+20000	-20000	0
<u>ELEMENTS OF COMMODITY BALANCES</u>			
PP	0	-20000	-20000
GFCF	0	0	0
IC	0	-20000	-20000

2.1.3 - Case 3 : Modification of output, intermediate consumption and value added :

This case concerns "temporary staff services". The elimination of temporary workers' wages from output and intermediate consumption has no impact on output of the other activities. But, it signifies a decrease in their intermediate consumption and an increase in their value added. Consequently, the temporary workers would be counted in the activities that employ them. This treatment would give a better picture of the evolution of productivity and of the situation of employment for the different activities.

TABLE 6 : Modifications for case 3 (in millions of francs) :

	BS	OA	TOTAL
<u>PRODUCTION ACCOUNT</u>			
ICB	-e	-(16800-e)	-16800
VAB	-(16800-e)	16800-e	0
PB	-16800	0	-16800
T	0	0	0
<u>ELEMENTS OF COMMODITY BALANCES</u>			
PP	-16800	0	-16800
GFCF	0	0	0
IC	-16800	0	-16800

Note : e represents the wages of the temporary workers employed in "market business services".

2.1.4 - Case 4 : Modification of GFCF,
intermediate consumption and value added:

This case concerns computing services, market services of research and a part of real estate services. For these services, the introduction of gross fixed intangible capital formation modifies the nature of their uses. A significant part of them would be considered as GFCF and no longer as intermediate consumption.

So, output remains stable, but the whole value added increases because of that of GFCF accompanied by a decrease in intermediate consumption.

TABLE 7 : Modifications for case 4 (in millions of francs) :

	BS	OA	TOTAL
<u>PRODUCTION ACCOUNT</u>			
ICB	-f	-(68676-f)	-68676
VAB	+f	+(68676-f)	68676
PB	0	0	0
T	0	0	0
<u>ELEMENTS OF COMMODITY BALANCES</u>			
PP	0	0	0
GFCF	68676	0	68676
IC	-68676	0	-68676
<u>Note : f represents the decrease in intermediate consumption for the "market business services" branches.</u>			

2.1.5 - Case 5 : Modification of output (of OA),
GFCF and intermediate consumption :

This case concerns technical research services, construction services and a part of real estate services. For these services, a significant part of their output would be directly immobilized and no more in other products. So, the imputed output disappear as the associated intermediate consumption.

These modifications have no effects on the whole GFCF and value added.

TABLE 8 : Modifications for case 5 (in millions of francs) :

	BS	OA	TOTAL
<u>PRODUCTION ACCOUNT</u>			
ICB	0	-48305	-48305
VAB	0	0	0
PB	0	-48305	-48305
T	0	0	0
<u>ELEMENTS OF COMMODITY BALANCES</u>			
PP	0	-48305	-48305
GFCF	48305	-48305	0
IC	-48305	0	-48305

2.1.6 - Case 6 : Modification of output (of BS),
GFCF and intermediate consumption :

This case concerns recovery services. As said before, only a part of the problem of re-used goods is treated here, i.e. the activity of recovery enterprises. So, I propose to measure their output as their "margin" and consequently eliminate their purchase for resale from their sales. So, the value added of recovery would not change. Moreover, I propose to treat the re-used goods alone. So, the negative uses would be eliminated, in particular negative GFCF for recovery services and an adequate product would be created.

TABLE 9 : Modifications for case 6 (in millions of francs) :

	BS	OA	TOTAL
<u>PRODUCTION ACCOUNT</u>			
ICB	-20148	0	-20148
VAB	0	0	0
PB	-20148	0	-20148
T	0	0	0

ELEMENTS OF COMMODITY BALANCES

PP	-20148	0	-20148
GFCF	6663	-6663	0
IC	-26811	6663	-20148

Note : The proposals for a new treatment of recovery would have impacts on those of external trade and household consumption which is not analyzed here. So the evaluation for recovery is not particularly reliable.

2.2 - Conclusions :

2.2.1 - concerning domestic aggregates :

Table 10 consolidates results of tables 4, 5, 6, 7, 8 and 9.

TABLE 10 : Consequences of all the proposals :

	BS	OA	Millions of francs TOTAL
<u>PRODUCTION ACCOUNT</u>			
ICB	-e-f-40148	+e+f-133781	-173929
VAB	+e+f-39004	-e-f+107680	68676
PB	-79152	-26101	-105253
T	+42204	-42204	0

ELEMENTS OF COMMODITY BALANCES

PP	-36948	-68305	-105253
GFCF	123644	-54968	68676
IC	-160592	-13337	-173929

Notes : * f represents the decrease in intermediate consumption for the "market business services" branches in case 4

* e represents the wages of the temporary workers employed in "market business services".

The adoption of these proposals implies an increase of around 8% in GFCF and of 2% in the value added of the whole economy for 1985.

Thus, the impacts are not very significant on domestic aggregates.

However, the description of gross fixed capital formation would be transformed. Indeed, the share of services would increase from 4% to 18% of the whole GFCF, becoming one of its major components.

2.2.2 - concerning the breakdown of value added and labor force into activities

The weak increase of value added for the whole economy corresponds to :

- a much more important one for activities that employ many temporary workers or consume many computing services and market services of research,
- a decrease for the branch of "market business services" because of the elimination of registration fees and of temporary workers' wages.

The modifications for "temporary staff services" are accompanied by reallocation of the temporary workers to the employing activities. These solutions allow a better description of activities and of employment, especially when temporary employment increases much faster than permanent employment. So, wages of temporary workers are taken into account as those of the other workers and not as intermediate consumption of commodities. Moreover the value added created by temporary workers is located in the appropriate activity and not for a large part equal to their wages in services. The measure of productivity of work and of its evolution becomes more homogeneous between services and the other activities.

The approach proposed in this paper give a better explanation of "market business services" :

- the measure of their output is more homogeneous, therefore more comparable,
- after the elimination of temporary workers from their staff, the number of their employees become significant,
- the introduction of gross fixed intangible capital formation helps to understand the evolution of "market business services" : acceleration of the output and of the intermediate consumption of "market business services" when the output of the other activities increases much faster [3].

Consequently, it seems that it is necessary to follow this type of approach to study "market business services" from national accounts. So, it should be practical and hopeful to modify some concepts and methods of national accounts along these lines in order to facilitate the use of national accounts for a larger public.

So, we could shut the Pandora's box that contains "market business services" for concepts and methods, but there still remains that of the difficulties of measurements...

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APPENDIX
CONTENTS OF BUSINESS MARKET SERVICES

This contents refers to the levels of the French classification of activities and products NAP [12].

TABLE A :

NAP HEADINGS

5601	Recovery of scrap-iron and non-ferrous metals
5602	Recovery of sundry commodities
7600	Holdings
7701	Technical research offices
7702	Economic and sociological research offices
7703	Hardware and software and management counselling offices
7704	Data processing
7705	Architect's offices
7706	Surveyors' and geometers' offices
7707	Information and documentation counsels' offices
7708	Legal counsels, public and ministerial offices
7709	Certified public accountants and financial analysts offices
7710	Advertizing creators and middlemen
7711	Advertizing space buyers
7712	Sundry special order work
7713	Temporary staff services
7714	Sundry services to enterprises
7715	Professional unions or groups
7801	Financial auxiliaries (a)
7802	Insurance auxiliaries
7901	Real estate development
7902	Infrastructure development
7903	Legal framework for programs in land and building development
7904	Real estate management
7905	Infrastructure management
7906	Real estate agencies
8001	Rental of farm machinery and equipment
8002	Rental of equipment for building and public works
8003	Rental of office material
8004	Car rental (b)
8005	Rental of railroad cars
8006	Rental of consumables
8008	Rental of other equipment
8206	Driving schools
8201	Market education
à	
8205	
8301	Market research

Notes : In the French accounts,
 (a) the stock-brokers are excluded from the financial auxiliaries and are considered as financial enterprises.
 (b) Car rental excludes leasing.

In French national accounts, the "market business services" commodity balances are elaborated at this detailed level. But the figures obtained present some problems. So the published activities are grouped as shown in the following table. The headings concern products and not activities, but in the text they will be used for activities and products for the sake of simplicity. For each activity, the value of output for 1985 is given in millions of francs.

TABLE B :

NAP	Headings	Output
5601 + 5602	Recovery of commodities	32038
7701	Technical research services	55534
7703 + 7704	Computing and management services	47135
7705 + 7706	Construction services	13305
7708	Services of lawyers	49114
7709	Accounting services	25025
7710 + 7711	Publicity services	62315
7702 + 7707	Other studies and counsels	11405
7713	Temporary staff services	22442
7600 + 7712	Other services to enterprises	89307
+		
7714 + 7715		
7801	Financial auxiliaries services (a)	22681
7802	Insurance auxiliaries services	15796
7901 + 7902	Real estate services (except rents)	47759
+		
7903 + 7904		
+		
7905 + 7906		
8001 + 8002	Rental of commodities (b)	41441
+		
8003 + 8004		
+		
8005 + 8006		
8206 +	Market services of education and research	25123
8201 à 8205		
+ 8301		
TOTAL	Market business services	560420

Notes : see notes of table A.

Sources : [11] for the measurement of output.