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THE IMPORTANCE OF PROFESSIONAL SERVICES BRANDING IN INTERNATIONAL TRANSACTIONS

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Abstract: International exchange of services is gaining more and more significance. It has both direct and indirect effects on the overall trade and economic growth and development. As a powerful part of service activities, business services, in particular professional ones, have shown to be quite effective in improving the overall productivity and economic growth across economies. Also, this sector contributes considerably to poverty reduction, thus making the overall market situation more dynamic and complex. The aim of this paper is to show that the branding process of professional services has become inevitable and mandatory for achieving the desirable market position. Successful professional companies use the valuable branding strategy for developing a sustainable competitive advantage in professional services market, as this strategy could be a valuable source for differentiation, satisfaction and client retention. The ultimate goal of professional services branding is to make the brand understandable, which is the basis of a good relationship with clients. Research results indicate that customization of consulting services adds value to the interaction with clients. Having that in mind, branding of professional services can be an important source of market power, “living business asset”, which generates different quality value, optimizes costs and stimulates loyalty.

Key words: professional services, international transactions, branding, commercial services trade, commercial services networks, brand identity.

INTRODUCTION

International economy is based on mutual economic cooperation between all countries in the world, whether bilateral or multilateral. The substance of this

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cooperation is reflected in the international economic transactions. Contemporary economic practice combines all economic transactions on the level of same economic subjects, so only in rare cases do we see isolated economic transactions.

International exchange of services is gaining more and more significance. Because of their inconsistency and close ties to service providers, services in international economy assume a lesser role in the of many countries. The exchange of services in the international economy has been observed separately from the exchange of goods over the last three decades.

The World Trade Organization deals with and analyses commercial services on the global level, part of which is professional services sector. Services sector represents the driving force of development in many economies, in particular professional services. This evidence indicates the dynamics, creativity and improvement in this sector, triggered by scientific and technological innovations aimed at creating explicit supply for a specific target group. In order to be attractive and differ from competition, professional services companies should create a professional brand. Professional service brands may reflect professional reputation, and thus need to be precisely defined. These brands can build and sustain goodwill to lead professional services companies over a challenging environment and time.

The most famous professional brands attempt to maintain positive perceptions of long-term relationships, service quality, value, as well as to reduce perceived client risk, retain clients and enable transmission of positive “word of mouth”. As the situation may be changeable, many professional service companies have launched new brands over the past years or rebranded the existing brand, in order to overcome possible challenges in the crowded marketplace.

SERVICES SECTORIAL REGULATION AND CLASSIFICATION

Commercial services contribution to the is significantly greater in many countries, given the nature of commercial services, in particular its ties to the domestic market. The trade of services has both direct and indirect effects on the overall trade and the economic growth and development. Direct influence implies new job positions, bigger investments and transfer of technology in the form of services. Indirect influence of services trade contributes significantly to greater economic efficiency and a better quality of goods and services.

The World Bank proposed the presentation that highlights higher contribution of growth in the services sector to poverty reduction than the contribution of growth in agriculture or manufacturing sectors (World Bank, 2012). Furthermore, it indicated relative flexibility in the current financial and economic crisis in terms of the decreased degree of downturn, fewer

coincidences between countries and earlier recovery from crises. Such flexibility has led many countries to consolidate services trade towards their post-crisis trade and growth strategies.

Owing to the new technologies and greater mobility of production factors, many of services became internationally important during the era of globalization. Due to such changes and changes in consumer behaviour, it was necessary to establish the rules on the global level and manage multilateral negotiations. In order to achieve standards, transparency, competitiveness and enlargement of international trade of services on the multilateral level, the exchange of services has been regulated by the General Agreement on Trade in Services (GATS) as part of the World Trade Organization (WTO), ever since 1995.

This agreement includes some *universal commitments*, as the scope of services covered and the basic principles: transparency in regulations, *non-discrimination* (most favoured nation - MFN and national treatment – NT), recognition, international payments and progressive liberalization. The *Principle of recognition* means that when two governments have agreed to recognize each other's qualifications, other member countries must allow negotiating analogical arrangements, which is of vital importance for professional services.

Further liberalization of international trade in services should be more encouraged in developing countries that do not have modern infrastructure in the services sector, or highly sophisticated market for business services, to carry out the appropriate reforms domestically (Bjelić and others, 2010, p. 224). *One of the basic elements* of the GATS is the groundwork under which countries decide which service sectors they want to allow foreign suppliers to enter and under what conditions. The commitments undertaken by each WTO member are contained in individual schedules of the commitments annexed to the GATS (Nielson and Taglioni, 2003).

Trade in professional services confronts numerous access and working operational obstacles. In some cases, these obstacles are the consequence of a country's spotlight on defending and evolving its domestic personnel. Restrictions on commercial establishment can also obstruct professional services, as well as the government and private sector certification and licensing requirements - such requirements are often intended to protect consumers, but they can be unclear and unequal across countries.

For better view and understanding of diversity and profitability of services, it is necessary to introduce and analyse services sectorial classification according to the GATS coverage.

According to GATS, the following services are incorporated in commercial services: *Business and professional services* (Accountancy services, Advertising services, Architectural and engineering services, Computer and related services, Legal

services), *Communication services* (Audio-visual services, Postal and courier, express mail services, Telecommunications), *Construction and related services*, *Distribution services*, *Educational services*, *Energy services*, *Environmental services*, *Financial services*, *Health and Social services*, *Tourism services*, *Transport services* (Air transport, Land transport, Maritime transport, Services auxiliary to all modes of transport) and *Movement of natural persons* (WTO, GATS, Services).

In order to address the needs of a variety of producers and users, it was necessary to propose the way to collect and present statistical data. The Manual on Statistics of International Trade in Services 2010 (MSITS 2010) is primarily a guide for statistical compilers.

The revised manual provides a more detailed classification of services delivered through the Extended Balance of Payments Services (EBOPS 2010) classification. In global statistical statements, professional services are part of "other business services" compact of miscellaneous business, professional and technical services (UNCTAD Statistics).

The GATS recommends to WTO member governments (160 members since June 26th 2014) to progressively liberalise trade in services through subsequent rounds of negotiations. Negotiations in the Doha Round (November 2001) are being conducted essentially on two tracks: bilateral and/or and multilateral negotiations. Within *Business and professional services*, negotiations are distributed among the following services:

1. *Accounting and auditing services* establish the basic activities of accountancy firms. However, a wide range of further services may also be offered, particularly merger analysis, investment and tax advisory services, as well as management consulting.
2. *Advertising services* in corporate purchase or leasing of advertising space or time; planning, design and placement of advertising services outside advertising, and distribution of sampling and other advertising materials.
3. *Architectural and engineering services* incorporate work by engineering companies to provide master plans and layouts for buildings and other systems, as well as work performed by engineering companies to obtain planning, design, construction and management services for building systems, instalments, civil engineering performance and industrial procedures.
4. *Computer services* incorporate consultancy services related to the installation of computer hardware, software application and data transformation services.
5. *Legal services* in corporate counselling and representations services for host, home and/or third country law, international law, legal authorization and confirmation, other counselling and information services.

There are intentions for each of the above-stated professional services to realize effective and comprehensive cooperation and communication benefits

and establish long term relationships with their clients. As a result, professional services network emerged.

Professional services network

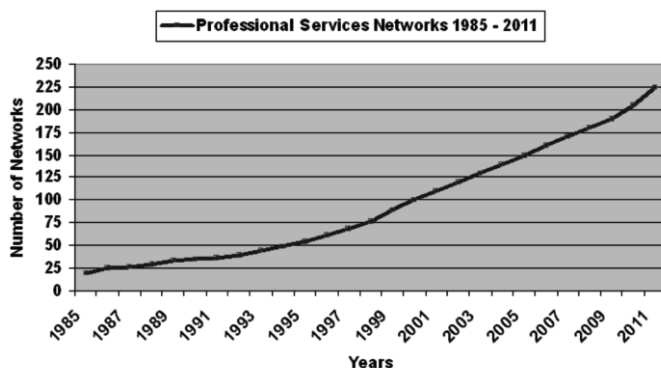
Professional services networks are networks of autonomous firms who come together to cost-effectively provide services to consumers through an organized structure (Nohria and Eccles, 1993). Members usually have specific reasons to join the network: to have respectable firms, maintain autonomy, meet consumers' needs, exchange knowledge that can reduce risks or gain access to other resources, etc.

The objective of a network is to create a scheme that can allow its members to expand their services. Within the network, they can operate to pursue their interests, the scope defined by the network. Such interests can include referrals, joint venturing, access to expertise, publishing articles for clients, branding, technical information exchange, etc.

Any network from the accounting networks such as PwC, law firm network such as Lex Mundi and interdisciplinary World Services Group uses “network clause”. This clause states that networks don't provide the service. They serve for the interest of the members by supporting their activities. The network can incorporate resources of their members without risking their personal reputation or damaging their personal names or financial autonomy (Ring and Van de Ven, 1992). Also, the network is a body that has a common joint identity or brand, a name as a standard required of all its members.

The exceptional growth of professional services networks at the beginning of 21st century is presented in Graph 1, which is established upon the analysis of catalogue of law and accounting networks.

Graph 1: Growth of professional services networks



Source: Based upon a review of directories in Martindale Hubbell, Chambers and Partners, HG.org and Accountancy magazine

Networks are principally found in law and accounting, then in investment banking, insurance, real estate and architectural services (M&A International). Any profession that acts locally and has consumers in numerous locations is likely to be a member of a network. This access focuses on accounting, legal, interdisciplinary and profession practice networks. In the first decade of the 21st century, there were more than 175 known networks in law, 40 in accounting, and 20 professional services networks (Chambers and Partners).

One of the currently most acrimonious debates in the international economy is kept over the question whether modern information technology, which enables to carry out certain economic operations from considerable distance, will lead to a dramatic increase in the new forms of international trade. With the development of international production and the extensive use of information technology, many services will be provided electronically. When a service that was previously being provided within the country, moves its activity to some country abroad, such a change is known as *outsourcing services* (Krugman and Obstfeld, 2009).

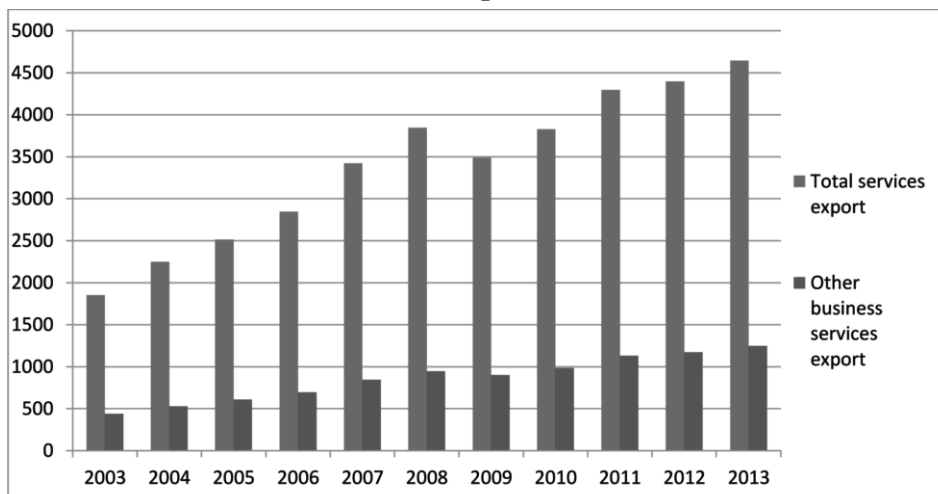
COMMERCIAL SERVICES TRANSACTIONS

Numerous factors make it difficult to perform statistical monitoring of services. There are many classifications of services that either include or exclude all types of services that may arise, in particular some specific types of services. Some services are provided in the export and import of goods, as they are inseparable from concrete goods, and are recorded not as a stand-alone service but as value of exports/imports of goods. Also, the statistics of the International Monetary Fund and the WTO do not include services based on capital, as well as services of workforce employed abroad, and register only “Non-Factor Services” (Kovačević, 2002, p. 58-59).

There is a huge difference in the covering of data on the international trade of certain types of services, among different institutions. International institutions such as the WTO, UNCTAD, regional such as the OECD and the national statistical institutions are making efforts to mitigate the problem of coverage and reliability of international trade in services (Kovačević, 2002, p. 58). For the purpose of this article, we have employed the WTO objectives and coverage, as well as UNCTAD statistics, with regard to these business services.

Over the last decades, the rapid growth achieved by the services industry compared to the goods industry has led to an increase from 15% in 1980 to almost 25% of total goods and services trade in 2013, as stated on the official WTO site (WTO, WTR, 2014). Global services export and other business services export (including professional services) for the period 2003-2013 are presented in Graph 2 (UNCTAD Statistics).

Graph 2: Commercial services export/ US dollars at current prices and current exchange rates in millions



Source: Author's work on the basis of the UNCTAD statistics.

According to the data from 2013, the most important sector is the tourist industry (25.4% of total service trade), followed by transport services with 19.4%, and other services with 55, 0%. Among other services, 26.8% relates to other business services, followed by financial services with 7.1%, transfer technology with 6.7%; IT services 6.1%, communication and insurance services each 2.5%, construction 2.2% and services related to the recreation and culture 1.3%.

In 2013, the global value of other business services, including professional services, amounted to 1247, 2 USD million, 64% of it referring to the European Union, 11% to the United States and 6% to China (UNCTAD Statistics). Legal, accounting, management and public relation export shares in total services export were most considerable.

Services sector at global level indicates the dynamics, creativity and improvements, triggered by scientific and technological innovations aimed to create specific supply for a certain target group. With the development of information technology, many services will be provided electronically, thus creating the phenomena of outsourcing services. Moreover, outsourcing helps in the process of implementation and technological transfer and is particularly applicable to the professional services, as the most growing part of services sector.

PROFESSIONAL SERVICES CHALLENGES

Professional services are activities in the tertiary sector of the economy, which help improving the overall productivity and economic growth across economies.

Some professional services require professional licenses (architects, auditors, engineers, doctors, lawyers). There are some other professional services which provide specialist business support to businesses of all sizes and in all sectors, such as tax advice, marketing and management advice (*PricewaterhouseCoopers-PwC*).

Professional services can be obtained by a sole trader, partners or companies. The election of professional service jobholders depends on different factors, such as competence, knowledge, background, character, scope, ethics and vision (Project Management Institute).

Over the past decades, professional services development has triggered prequalification or change in business orientation of the young population. This statement is supported by the figures showing the number of those employed in services sector during the period 1996-2006 in the USA, with professional services being the third in a row, after wholesale, retail and government services. According to the forecasts for the year 2016, professional services have the tendency to grow compared to other sectors (Hoffman and Bateson, p. 34).

Due to the complexity of most professional services, it is not constructive for users to evaluate their quality, as it is not always possible. Namely, a patient cannot be expected to appraise whether an operation was well performed nor financial statement users can be expected to evaluate audit performance. Most of the users do not have any competencies or time to do such assessment and confidence about the quality of professional services connected with high standards of services performance. In order to build trust in various professional services (lawyers, public accountants, physicians, etc.), professional responsibility extends beyond the official legal norms and regulations. Some members of the accounting profession realize a responsibility to the public, to their employers and clients, and to fellow practitioners, that includes honourable behaviour even if it implies personal sacrifice (Arens, et al. 2013, p. 81-82).

Professional services face special challenges in their positioning, but they can be overcome by effective communication. Due to its specificity, the communication strategy for these services becomes more complex. Client uncertainty regarding services outcome increases along with the price and expertise (narrow specialization) services. The quality of professional services will depend more on the professional service providers. Their engagement and supervision in the processes of defining, delivering and promoting services is a source of competitive advantage. Additionally, it is also a challenge for individual providers as it requires maximum engagement in their professional fields and marketing activities. Possibilities of differentiation in professional services are limited due to the increasing number of competitors in this field and significant differential advantage of *the Servuction Model* (service space, service providers, other customers and invisible organizations and systems) (Hoffman and Bateson, p. 8-13). The database of the existing clients

represents a broad potential for additional revenue and those clients are considered the priceless asset of the services company.

Branding Professional Services

Hoffman and Bateson point out that the first impression (about staff, service space, brochure, website, etc.) in interaction with clients can be crucial for further communication. Visual identity reflects the quality of service and is determined at the beginning/by the impressions during the first phases of services process. The lack of good employee communication with clients is immediately visible and may invalidate all other marketing efforts that attempt to present the best aspects of the services company (Hoffman and Bateson, p. 193).

In order to overcome the above-mentioned obstacles and gain competitive differential, professional services have to create a brand. Professional services are complex and demanding. Professional service brands define what clients want to do – or be, become, or belong to – rather than what services do. Nowadays, brands reflect the clients' dreams and ambitions. A brand builds on the aspiration of business, expressing and visualizing it in a clear and irresistible way, dedicate to clients differentiating clearly from competitors and establishing deeper connection with people (clients, employees). Brands must also change as markets and clients evolve (Kompella, 2015).

The famous professional services brands are not designed for everyone, but for specific clients, the best customers, with the aim to build their loyalty, introduce new services, and encourage advocacy. The brand identity, communication and experience are designed to reflect the target customer. In order to find a brand's purpose, we must see the world like the clients do, by capturing aspirations and priorities as they see them, using their language and by recognizing their liberating feeling (Kompella, 2015, p. 48).

The adaptation of branding process to professional services requires comprehensive view and should be deeply connected with their clients. It means that more sophisticated determinants are used in defining creative platform for marketing activities.

Table1. *What are brands about?*

Brands are not just about	Brands today are more about
Image	Aspiration
Promise	Experience
Difference	Resonance
Values	Spirit
Consistent	Coherence
Awareness	Participation
Personal	Shared
Engaging	Enabling
Like	Love
Relationship	Movement

Source: Kompella, K. (2015), *TheBrand Challenge, Adapting Branding to Sectorial Imperatives*, Kogan Page Limited p. 48-49

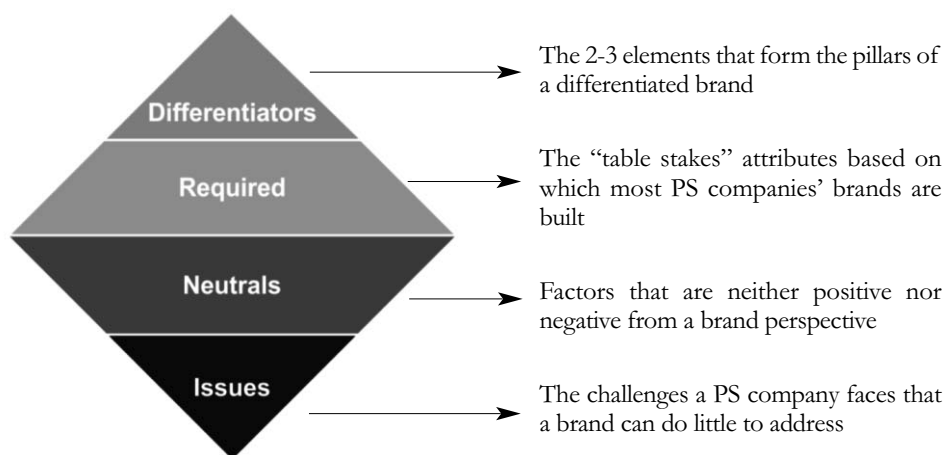
The most common brand attributes in professional services used in communication are: client-focused, global, service, long relationships, trust, experience, results-driven, quality and integrity. Those attributes are mandatory elements in basic communication platform (Amonini, et al. 2010; DeSantisBreindel, 2015).

Professional Service Company or an organization must include rational and emotional attributes (Gobe, 2009) by building a brand that will attract clients. By assuming a strategic approach, the companies can create brand identity in order to be well perceived. Many elements work together to build and reinforce a brand, including marketing communications, customer relationships, quality, and value. Services success depends on reputation, confidence, and a brand helps to announce these qualities to clients, stakeholders and staff. If they want to attract prospective clients, a brand should help to attract prospective employees and high-quality consultants to whom they need deliver outstanding services (Whiteman, 2011).

In order to successfully build a differentiated brand, companies should focus on internal (employees) and external (clients and prospects) audience in their research. Research can identify various attributes, required attributes and unique attributes, and the unique attributes should be pillars for building a differentiated brand. Required attributes, are called “experienced team” or “dedicated client service” and most professional services brands are built on them. The most essential/valuable attributes are those that truly support a differentiated brand. Those are the truly unique attributes that will be communicated and only they can be credibly claimed (DeSantisBreindel, 2015).

Brands are about engagement and experiences. They are the platforms through which clients can participate with a company, enabling them to achieve more (Kompella, 2015, p. 51)

Picture1. *Brand differentiate analysis*



Source: DeSantisBreindel. (2015). From One to Many to One in a Million: Creating a Differentiated Professional Services Brand. p. 5. Accessed January 31, 2015, from <http://www.desantisbreindel.com/brand-differentiation-professional-services/>

According to *the diamond shaped model* – most professional services have a lot more neutral and required factors than issues and differentiators. Two or three factors that support brand should be carefully chosen. A unique brand needs to be based on safe ideas and realistic promises in order to ensure a winning position (DeSantisBreindel, 2015).

Whiteman recommends eight steps to create strong professional services brand. Firstly, a well-defined positioning statement should reflect distinct value to clients and competitive advantages will distinguish a company from competitors. Then, each element (firm’s name, logo, tagline, services benefits, marketing materials, pricing, etc.), and every person in company should align with the brand. It is important to make consistency across external marketing communications, using online marketing resources. Tagline is a valuable connection and a significant benefit for the company (KPMG’s tag line is “cutting through complexity.” It is recommended to avoid taglines that are generic, such as Booz Allen’s tagline “Helping clients succeed” could apply to any consulting firm.). Additionally, more complex professional services imply that client confidence should be based on the consultants’ delivery of high-end services. *The next important condition for a successful brand is to keep the promises.* A brand can create awareness, but in order to sustain a

tenable advantage, the accomplishments of the consultants must be consistent with the expectations set by the brand identity.

Brand preference is built during the delivery of the service and the success of the company needs to be visible to the clients. *Promotion of the famous PS company means that* short success stories and client impression should be included in brochures, websites, and newsletter, bulletin and increase credibility and build the company's brand. Professional services brand is influenced by personal interactions between the employees and clients. Employees need to "live the brand", and many professional services companies establish client interaction processes and codes of conduct, and invest in employee training. Each positive interaction with prospects and clients contributes to winning their trust. Winning a customer's trust leads to doing more business with the same clients and referrals to new clients. Satisfied clients become loyal clients and make positive word of mouth. That's how a PS organization builds a long-lasting, stable reputation, and the proof of a strong professional services brand (Amonini, et al. 2010; Whiteman, 2011).

The most recognized brands in the accounting sector include *PricewaterhouseCoopers, McGladrey, Ernst & Young, Deloitte, KPMG and Grand Thornton* and they have already launched new brands in order to differentiate positions in the accounting services market. Successful accounting firms can build and sustain competitive position in the busy market only if they build their brands around "client centricity". It means that their communication platform should be developed on the "client experience", "lasting relationships" and "attentive service." Attributes such as value, quality, integrity and attention are considered mandatory. The similar situation could be observed in the famous consulting companies whose brands represent client service, emphasise "customized solutions" and "global reach" (DeSantisBreindel, 2015).

This can be supported by the findings of the research conducted with professional service providers in Australia – respondents stated that services quality, value, relationship, and strong reputation are very important to their clients. It means that professional services require a high level of client's trust and credibility, and consequently developing a strong brand which reflects service quality and minimized client risk.

A strong brand supports attracting and retaining clients, establishing a position that emphasizes long-term relationships, service quality, value, and protects the PSFs image by preventing negative *word-of-mouth*. Consequently, the benefits of establishing relationships include a better understanding of clients, a better ability to meet specific needs, a better chance to build trust and loyalty, greater familiarity, more positive *word-of-mouth* referrals and reduced costs (compared to attracting and servicing new clients).

Due to the specific features of professional services and in order to provide a sustainable competitive advantage, many PS firms motivate a team of employees to handle clients, tailoring services to meet their needs. As the professional services companies try to differentiate in the market, they rely on long-term relationships, providing better services quality and greater value, and developing brands with a strong reputation. Additionally, if they want to be competitive, they have to build service quality and value-added services, as well as a strong brand, establish and maintain relationships (e.g. speedier service delivery, keeping track of client 'gets' compared with 'gives', staff living the brand).

When the clients wish to minimize their risk, they select services brand with positive connotations as the brand name evokes and the characteristics often associated with it (Davis, 2007, p.10; Amonini, et al. 2010).

New Communication Platform

Recent technological developments suggest different communication and relationship between companies and clients. Online marketing trends influence professional activities and marketing activities as well. Strategic marketing is relatively new in professional services and traditional marketing mix strategy is revised in accordance with the professional services features. The 4Ps are replaced by the „SAVE“; Product is replaced by the Solution, Place is Access; Price is Value and Promotion is Education. Connection between marketing and professional services is a relatively recent development, but it provides clients with clear messages about the company's brand, positioning, differentiation and value preposition (Berkovi, 2014, p. 25).

Montgomery realized that technology has brought down the barriers of communication, both temporal and spatial. In accordance with that, social media has become modern word of mouth marketing which can encourage or discourage from purchasing or being loyal. They have the possibility to supervise reputation and credibility of PS Company anytime and everywhere. If the PS Company wants to have a strong brand, it should be visible and reputable online 24 hours.

With digital media, each message can be clearer and the idea becomes a reality. The real advantage of digital media is converting message/story in an appropriate/desirable idea and then tailoring it to meet the needs of many different individuals. That tailored story can be powerful when it reaches the clients who are engaged (or searching for something they are interested in) (Harvard Business School, 2008). Online society has strongly transformed the perceptions of client services. According to the Economist Intelligent Unite Report, 61% of respondents think that client expectations have increased and 63% stated that clients want more

tailor-made services, while almost 82% agree that clients want faster service than five years ago (Economist Intelligence Unit, July, 2011).

Social networks enable facilitating connections between clients with similar lifestyles and interests. In order to have better clients' insight and build long-term relationships, companies have the opportunity to connect people within a community. The community-oriented approach provides a comprehensive understanding/vision for engaging clients and making a high degree of market control (Harvard Business School, 2008).

In modern communications, professional services companies focus their efforts on content marketing as it is a popular communication tool nowadays. White papers, videos, webinars, surveys and newsletters are an increasingly important component of their communications platform considering sophisticated clients of professional services who want to be informed, educated, and enlightened. Content is becoming the lifeline B2B marketers and demonstrates expertise, thus making meaningful connections in an increasingly complex environment. The top ten ranking firms have content-driven marketing platform, which considerably enhances the power of branding. Another important argument for effective communication are employees; they must be committed, informed and empowered ambassadors of a specific brand (DeSantisBreindel, 2015).

Mass marketing with broad messages is being replaced by targeted marketing with tailor-made messages delivered to very specific clients. Thoughtful *online content (thought leadership) can improve your reputation*, while *social media can expand the reach of your reputation*. PS companies are interested in attracting and nurturing clients and they try to define appropriate content, create valuable, educational content on a daily basis. Those could be blogs, articles, e-books, video, white papers, etc. (Hinge Research Institute, 2013; Montgomery, 2015).

A further step in the branding process should be relationship marketing. However, since the perceived risk and consumer involvement are high, relationship marketing acts as a supplementary tool enabling the clients to maintain cognitive consistency and psychological comfort. As regarding financial services, Riley and Chernatony stressed the importance and use of corporate brand identity as the basis of relationship in the overall organization in order to provide different but homogenous and consistent service delivery. Finally, the concept of the service brand as a holistic process begins with the relationship between the PS Company and its staff and it gets revived through the interaction between employees and clients.

CONCLUSION

Services sector determines the dynamics, creativity and improvements, triggered by scientific and technological innovations aimed to create specific

supply for a certain target group. With the rapid development of information technology, many services will be provided electronically, thus creating the phenomena of outsourcing services.

Also, trade in services indicates relative *flexibility* in the current financial and economic crises in terms of the decreased degree of downturn, fewer coincidences across countries and earlier recovery from the crises. According to the World Bank working papers, higher contribution of growth in the services sector to poverty reduction is more visible than the contribution of growth in agriculture or manufacturing sectors.

It is important to emphasise the importance of professional services and their branding process as a significant tool for competitive positioning. The professional services company established or defined brand strategy in order to evoke different responses (rational, physical and emotional) among their clients, and are trying to find a unique brand position in the competitive professional services market. Modern clients are very sceptical, but have rather sophisticated needs and wishes. Such clients will force companies to develop and shape new services in order to meet their expectations. The leading professional service companies use new communication technologies as a powerful instrument in building famous brands and maintaining the desirable brand position.

If we consider services megatrends for 2020, and in accordance with b2b and b2c models, it is visible that global competition will drive up service standards. New trends will trigger professional services companies to maintain services standards in accordance with speed variable needs, to use new sources of data in order to personalize (customize) their services, combine new communication channels using content marketing and social media, find new products or service niches, while special emphasis should be placed on good employees (Service 2020 or The Economist Intelligence Unit (2011). The ultimate goal is to turn different megatrends into various opportunities for professional service activities.

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ZNAČAJ BRENDIRANJA U MEĐUNARODNIM TRANSAKCIJAMA

Apstrakt: Međunarodna razmena usluga dobija sve više na značaju i pokazuje direktne i indirektne efekte na celokupni ekonomski rast i razvoj. Kao važan deo uslužnih delatnosti i poslovnih usluga, pokazala se kao veoma efikasna u poboljšanju ukupne produktivnosti i ekonomskog rasta. Pored toga, ovaj sektor znatno doprinosi smanjenju siromaštva, što čini ukupnu situaciju na tržištu dinamičnijom i složenijom. Cilj rada je da pokaže da je brendiranje, kao proces stručnih službi, postalo neizbežno i obavezno za postizanje željene pozicije na tržištu. Uspesne profesionalne kompanije koriste strategiju brendiranja za razvoj održive konkurentske prednosti u profesionalnom tržištu usluga, jer ova strategija može biti dragocen izvor za diferencijaciju proizvoda i zadržavanje klijenata. Krajnji cilj profesionalnih usluga brendiranja je stvaranje brenda, što predstavlja i osnovu dobrog odnosa sa klijentima. Rezultati istraživanja ukazuju da prilagođavanje konsultantskih usluga dodaje vrednost u interakciji sa klijentima. Imajući to u vidu, brendiranje profesionalnih usluga može biti značajan izvor tržišne moći, što stvara drugačiju vrednost kvaliteta, optimizuje troškove i podstiče lojalnost.

Ključne reči: profesionalne usluge, međunarodne transakcije, branding, komercijalne usluge, trgovina, mreže komercijalnih usluga, identitet brenda.

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