

A TENTATIVE THEORETICAL FRAMEWORK FOR SERVICING. FROM SERVICE PROVISION TO SERVICING

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TRADE UNIONS AND SERVICES (FELTRIN 2018)

- a. Trade unions can be described as «decline while growing» organizations
- b. The provision of services
 - is a relative new function (managerial unionism)
 - is not present in the strategic rhetoric of trade unions, even less in their ideology
 - But in the day-by-day activities provision of individual services are more and more relevant for in magnitude
- c. A clash of logics between traditional service provision and innovative service provision
 - The traditional logics of individual service provision is that of providing selective goods for trade union members
 - The innovative service logics is to provide services to non members as a way to increase membership

DO THE SERVICES STRENGTHEN OR WEAKEN TRADE UNIONS? (JARLEY & FIORITO 1990)

The case of the Associate Members (AFL-CIO 1985)

Strengths

- a) If they have a positive effect on membership then the political power of the union will increase
- b) Create novel expertise in the unions and some new fringe benefits could be provided also for traditional members

Weaknesses

- a) Conflicts between old and new members: who pays for innovative services?
- b) Increase free-riding because services no longer represent a selective goods

ARE SERVICES AN EFFECTIVE INCENTIVE TO INCREASE PARTICIPATION AND MEMBERSHIP? (JARLEY & FIORITO 1990 + WILLIAMS 1997)

- a) Should we evaluate effectiveness by a binary approach? (null or positive effect)
- b) Better to use a broader approach
 - i. Who are workers that use innovative services
 - 1. was members in the past (previous position in the labour market) → retainment
 - 2. are already ideologically close to the unions (non members) → renewal
 - 3. never thought of contacting a union but they join → renewal
 - 4. never thought of contacting a union and they don't join but leave with positive feeling → legitimization
 - 5. never thought of contacting a union and they don't join but leave with negative feeling → de-legitimation
 - ii. Effectiveness of service provision could increase (or not) trade union legitimization in the society (type 5)
 - iii. Type 3-4 could not be activated only by service provision but what is need is an activation process what we could call servicing strategy:
 - a) Combine the provision of individual goods with other kind of goods
- c) Effects on increasing awareness among workers and create working groups

SERVICE PROVISION VS. SERVICING

