

THE SERVICE SECTOR UNDERGOING REVOLUTIONARY CHANGES

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The service sector worldwide is experiencing a phase of revolutionary changes, where traditional business models are becoming increasingly obsolete. At the beginning of the new millennium, under the influence of new trends in the service industry, human life and work styles are undergoing dramatic transformations. New methods are continuously being invented to meet the growing needs in this sector, including ways to satisfy demands that people could not even have imagined until recently.

The socio-economic development of service enterprises requires adherence to fundamental principles when achieving goals and objectives. Considering the unique characteristics of the service sector, the key principles for the development of enterprises and organizations operating in this field include.

This principle involves the realization of socio-economic development goals within service enterprises. It determines the directions for increasing service efficiency, taking into account the general and specific characteristics of tasks that must be accomplished during the efficient use of economic resources.

It is important to distinguish between the final outcome of the service provider's work and the consumer's expectations (the ultimate result of service delivery). The complexity lies in the fact that the goals, interests, and resources of the service provider and the consumer often do not align or remain undefined. To address discrepancies in service relationships, the following measures must be implemented:

- Legal support for services
- Risk insurance
- Certification and standardization of services and procedures
- Implementation of special quality control mechanisms
- Time management and monitoring
- Analysis of complaints and suggestions
- Comparative analysis of competitors in the same service sector
- Balancing Supply and Demand in the Service Market

When demand in the service market is stable, maintaining services is not a major issue. However, fluctuations in demand can lead to difficulties in service provision and profitability. Methods such as diversification, segmentation, and pre-order formation are primarily aimed at influencing the external environment of an enterprise. By managing internal factors (employees, resources, work schedules), businesses can balance supply and demand, efficiently utilize resources, and improve profitability.

This principle involves eliminating infrastructural and institutional limitations in the service sector, developing targeted programs to enhance regional economic relations, and ensuring the integration of traditions and innovations in service industry development.

This principle enables socio-economic development of service enterprises, alignment of supply and demand, and sustainable economic growth. These principles align with economic laws and contribute to the stable development of the sector.

One of the main challenges for managers of service enterprises is efficiency. Increasing labor productivity is a crucial goal at both state and enterprise levels. It is essential to recognize that improving efficiency without increasing labor productivity is merely an attempt to achieve satisfactory results through shortcuts. Enhancing labor productivity in the service sector is not only about increasing output but also involves assessing managerial actions that influence productivity.

Another distinctive feature of the service sector is that many services are provided without the transfer of property rights or changes in relationships between consumers and providers. Since many services are intangible and involve non-material values, traditional property rights face complexities that arise due to the intangible nature of typical services. In most cases, relative rights exist, meaning that on one hand, service providers have legal claims against consumers, and consumers have obligations toward providers. On the other hand, consumers also have rights regarding service providers, and providers bear responsibilities toward consumers. The ownership rights over the material conditions of service production are, to some extent, restricted by consumer rights, leading to complex legal relationships. Failing to comply with safety standards in service provision can cause significant harm, with liability falling on service providers or property owners.

Intellectual property rights, covering intangible assets like trademarks, are also expanding in the service sector.

Unlike traditional ownership, where material form is crucial, intellectual property considers content as the key aspect. However, what aligns it with ownership is the absolute right to intellectual property outcomes.

Small enterprises play a significant role in service sector development. Global statistics indicate that a substantial portion of service production across various countries and regions is concentrated within small businesses.

It is important to note that the expansion of the service sector affects the development of all nations.

The level of development in this sector has become a benchmark for societal progress. Currently, if less than 65% of a country's Gross National Product (GNP) is generated by the service sector, it is not classified as a developed country. This demonstrates that, in the modern economy, the most crucial macroeconomic balance lies in the proportion of services and goods production.

In conclusion, intensifying service processes aimed at improving efficiency in service enterprises is of paramount importance.

This process requires the application of innovative management techniques and technologies in service production.

It not only involves leveraging innovation factors in service provision but also enhances the quality of services delivered.

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