

## Improvement of Institutional Mechanisms of Development of Service Enterprises

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**Annotation:** *The socio-economic significance, content, and essence of the development of the service sector, structural transformations implemented in the industry, types, and characteristics of services according to classification criteria, as well as the features and principles of effective development of the service sector are examined in the article.*

**Keywords:** *service economy, service sector, factors, enterprise, classification of services, service delivery process, consumers.*

### INTRODUCTION

The socio-economic development of the service sector is based on its content of increasing the quality of life and its quality, creating optimal conditions for the development of human capital associated with the formation of modern industries, and the distribution of a relatively high level of division of labor. covers various directions of economic activity. In the conditions of the transformation of the economy, the service sector is more economically efficient than industrial production, because the implementation of initial activities in the service sector requires less funds, and the turnover rate of capital is much higher. Currently, in the conditions of the transformation of the economy, the improvement of the socio-economic mechanism of increasing efficiency in the continuous and stable development of service enterprises and the provision of service intensity is a particularly urgent issue. Accordingly, increasing the efficiency of service enterprises and improving the socio-economic mechanism of their activity, increasing the intensity of labor processes and labor productivity, effective use of resources, ensuring the efficiency of labor potential, increasing the quality and efficiency of the services provided, Issues related to more complete satisfaction of consumer demands and needs are important problems of industry development. Also, increasing the quality and competitiveness of services in the international

markets of industry enterprises and increasing the volume of export of services is important for achieving economic growth in our republic.

### **Analysis and results.**

Historically, each type of service has been considered as a separate field of activity with its own characteristics. The service sector itself is presented and listed as a combination of these many activities. All types of services can be divided into groups according to various classification symbols. These types require classification methods (Figure 1). It should be noted that in the process of scientific and technical development, services with a number of unusual features appear. For example, information services differ from traditional services by the following features: the result of information activity has a material expression in documents that can be stored and sent in mass media, the service process of information activity is a consumer and a producer (service provider) does not require personal contacts. Currently, there is a tendency to separate some different categories of services, and according to these categories, services can be classified as follows (Table 1). In different types of services, the ratio of intangible and tangible elements is not the same, which makes it possible to distinguish between traditional and non-traditional services. It should be noted that there are different ratios between tangible and intangible elements of various services: a combination of a tangible product with related services (for example, with computer configuration, repair, Internet connection services); food services (for example, the cost of eating in a restaurant can be 30%, the rest is for buying food, preparing food, decorating the table, renting a room, building and room design, car parking, artist services comes ri); services called "pure services" for the care of the sick, elderly, disabled, children, etc. If we consider the provision of services not only as the activity of the executor necessary to provide the service, but as a process, the following main stages can be distinguished: provision of necessary resources, technological process of execution, control making, testing, acceptance, evaluation, service process. Quality indicators have a special place in the process of service delivery, and they are in the process of constant change and improvement. The following can be taken as the main basic parameters: service time (the period of time during which the consumer interacts with the service provider); service completion time (standard time for service completion). All quality parameters that affect the consumer of the service must be recorded in the following two internal documents of the organization and must be constantly monitored by the quality control service at the enterprise: service rules - requirements regulating the order and conditions of service and document containing standards; terms of service - a document describing the set of factors affecting the consumer during the service. At the same time, it should be noted that there are certain difficulties in determining the

quality of service, because the consumer does not have clear criteria for evaluating it. However, as mentioned above, the manufacturer should take this into account. Quality service and service quality are not the same thing for different people. Even when sellers understand what customers mean by quality service, there are challenges in managing service to prevent non-standard deviations.

### **Conclusions and suggestions**

An important issue for service industry managers is efficiency. Accordingly, increasing labor productivity is an important goal determined both at the state level and at the enterprise level. It can be noted that increasing efficiency without increasing labor productivity is a way to find much easier ways to achieve unsatisfactory results. The task of improving labor productivity in the service sector presents its own complexities, which are not only related to its increase, but also to the evaluation, which is largely the result of the management's actions. Another important feature of the service sector is that many services are provided without the transfer of ownership rights and the relationship between consumers and producers of services. Since many services are not materialized and have relationships with intangible values, property rights, like absolute rights to things, face several complications related to the intangible, invisible nature of traditional, typical services. In most situations in the service sector, relative rights, that is, on the one hand, the right of the producer to the consumer and the consumer's obligations to the producer, and on the other hand, the consumer's right to the producer and the producer to the consumer Obligations towards the owner apply. Property rights to the material conditions of production of services are limited to a certain extent by the rights of the consumer, and delicate legal relations develop here. They provide that the obligation to compensate the consumer for the damage is imposed on the service provider or the owner of the property, in which insufficient compliance with safety requirements can cause significant damage. In the field of services, intellectual property rights, which cover ownership relationships with respect to intellectual products and intangible assets (for example, trademarks), are becoming more and more widespread. The object of intellectual property is not the material form, but the content. But the main aspect that unites it with ownership is the absolute nature of the right, full of the results of intellectual activity. Small enterprises are of great importance in the development of the service sector. World statistics testify to the fact that, according to it, a large part of service production in different countries and regions is concentrated in the field of small business. It is important to note that the expansion of the service sector affects the level of development of all countries. The level of development of this field has become a criterion of the development of society. Currently, if less than 65.0% of the gross national product is created in the service sector, such a country is not included among the developed countries. So, the most important macro-economic ratio in the modern economy is the ratio of service and goods production sectors. Thus, intensification of service processes aimed at increasing efficiency in service enterprises is of particular importance. This process requires the use of innovative management methods and technologies in the production of services. This process increases not only the use of innovative factors of service provision, but also the quality of the provided services.

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