

ORGANIZATIONAL AND ECONOMIC MECHANISMS FOR THE DEVELOPMENT OF SERVICE ENTERPRISES

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Abstract: The article explores organizational-economic forms and tools of improving the quality and efficiency of labor in the service sector. And also the methods of dialectical and systematic approach, integrated assessment, comparative and comparative analysis of statistical and dynamical approach and methods of the group, and presented various insights on improvement of mechanisms of development of sphere of services.

Keywords: labor activity, efficiency, information, development production, service, quality of service.

In the context of innovative development of the economy, the organizational and economic correct formation of the service sector is important. Because the development of this industry is organizationally optimal and flexible in relation to the market situation of services, the quality and efficiency of services will be so high. Proper organization of labor activity in the service sector will lead to the elimination of a number of social and economic problems in the national economy.

Today in our country is a topical issue "rapid development of the service sector, increasing the role and share of services in GDP, radically changing the structure of services, primarily due to their modern high-tech types" [5].

The complexity and diversity of the components of the production and service process in the service sector, the ability to independently select, calculate, design and coordinate the measures of their implementation make significant changes in the content of labor.

In order to ensure the most efficient work of employees in service enterprises, it is necessary to study, improve service processes and identify opportunities to increase labor productivity through the development of

comprehensively based service standards and efficient use of working time. However, factors that slow down and stop the growth of labor productivity are also present in the current context of the development of market relations. This is because service enterprises achieve the planned amount of income by increasing their prices, not by continuously reducing costs, increasing the volume of production and services, but by taking advantage of the scarcity and scarcity of products or services they produce. This, in turn, not only exacerbates the further development of the uncontrollable inflation process, but also makes it impossible to reduce the cost of organizing and managing the service process by introducing comprehensive science-based service norms.

In the current situation, it is necessary not only to establish the interaction of workers' activities with the elements of labor, but also to solve problems such as the formation of labor relations between "human-technical" participants in interaction, increasing the efficiency of live labor [2].

Today, the organizational and economic mechanism formed in the service sector in the country does not have the ability to organize full control and management of their activities in the services market. Therefore, it is important to optimize the organizational structure of the service sector. In the context of the development of market relations, the structure of the service sector is a complex organizational and economic structure, the main elements of which are logistics, lending, insurance, marketing and legal services.

Organizational structure of the service sector of foreign countries Through the study of the organizational structure of the services market, the organizational structure of the services market in the country can be classified as follows:

- on mechanisms of action (intermediary financial, information technology, legal, marketing);
- by form of ownership (private, cooperative (public), state, social, foreign);
- by the scope of services provided (international, national, interregional, regional, local);

- by types and directions of services: business services (financial, insurance, credit services), distribution services (trade, catering), social services (education, health, physical culture, legal services) [1].

Many foreign economists suggest classifying the structure of the service sector in terms of its industry characteristics and development. In our opinion, it is expedient to classify this sector from the organizational and economic point of view.

In this case, the following should be highlighted:

- information and commercial infrastructure (marketing centers, advertising agencies, data collection and processing centers, etc.);

- economic and legal infrastructure (courts, legal advice centers, law and notary offices, etc.);

- financial and credit infrastructure (commercial banks, credit, insurance and guarantee organizations);

- trade, brokerage infrastructure (fairs, exchanges, shopping malls, etc.).

The above-mentioned classifications play an important role in ensuring the efficiency of the service sector. However, reforms aimed at increasing the share of services in the economic policy of the country require further development of these services. For example, as a type of service, it has a positive impact on the sale of trade houses, organizations, fairs, food and non-food products, as well as the effective operation of their producers. However, services as a special commodity require its providers to meet specific requirements.

Another organizational mechanism for improving the efficiency of service enterprises is an information system that serves the industry. This system, in our opinion, includes: advertising agencies, marketing service centers, permanent or mobile exhibitions, media and electronic communication systems. and others. In our opinion, the further development of information in the service sector will provide an opportunity to justify the forecast of the population's ability to pay for services, assess the dynamics of growth in this area, improve the quality and efficiency of services. To do this, it is necessary to establish a special service and

marketing centers to study the demand for services in the region. This organizational structure includes the following areas of activity:

- Development of scientific and practical guidelines for studying the demand and supply of new services;
- preparation of reports, booklets, reports on the state of services at the regional level for entities in need of services;
- conducting surveys, sociological surveys to determine the quality of services provided;
- Participation in social events, fairs, exhibitions to solve problems in the field of services.

Organizational support of employees in service enterprises remains a priority for their effective management. There is also a growing demand for managers and specialists who have mastered the methods of achieving high quality and increasing productivity in the service process. The overall performance of employees in an enterprise depends on the individual performance of each employee. Therefore, in order for them to work together, it is necessary to maintain a certain order, to start and complete the work, to follow the breaks. A clear mechanism for maintaining labor discipline is also needed.

Currently, the role of information in the services market is growing significantly. The high need for information and the rapid development of information processes to increase the efficiency of service delivery make the creation of its organizational units in enterprises a priority. Indeed, the demand for such information services is expanding to cover the regional services market.

In our opinion, the information departments of enterprises should include the following components:

- collection of initial data on demand and supply of services in the services market;
- development of data processing software;
- Creating a database based on available collected and collected information.

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