

EINSATZMÖGLICHKEITEN AUS DER MACHT DES UNTERNEHMENS IN DER ENTWICKLUNG VON DIENSTLEISTUNGEN

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Abstrakt - Die Besonderheiten der unternehmerischen Tätigkeit im Dienstleistungsbereich werden analysiert, eine Einordnung der Einflussfaktoren auf die Entstehung der unternehmerischen Tätigkeit im Dienstleistungsbereich wird im Beitrag vorgeschlagen.

schlüsselwörter - unternehmertum, unternehmer, unternehmerische tätigkeit, dienstleistungen, dienstleistungsbereich, innovation.

POSSIBILITIES OF USE FROM THE POWER OF ENTREPRENEURSHIP IN THE DEVELOPMENT OF SERVICES

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Abstract - The specific features of business activity in the field of services are analyzed, a classification of factors influencing the formation of entrepreneurial activity in the service field is proposed in the article.

Keywords- Entrepreneurship, Entrepreneur, Entrepreneurial Activity, Services, Service Field, Innovation.

I. INTRODUCTION

One of the important features of the current stage of development of modern civilization is that the dynamic development of the service field has become a global trend that is characteristic of the national economies of many countries around the world. According to the World Bank, today "in developed countries, the share of industry in GDP is 74%, total employment is 70-75% and the total number of enterprises is 90-95%".

The analysis of macroeconomic indicators revealed that similar trends are observed in the Republic of Uzbekistan. During the years of independence, the service field in Uzbekistan has developed rapidly. Rapid development of the service field in the country is one of the priorities of the Action Strategy for the further development of Uzbekistan in 2017-2021. A special state program for the development of the service field "State Program for the Development of the Service field for 2016-2020" has been adopted and is being successfully implemented.

As a result of the systemic reforms, the share of the service field in the country's GDP increased from 33.8% to 37.8% in 1990-2019, as well as the share of the employed in the service field in the total number of people employed in the economy increased from 35.6% to 50.5%. It is noteworthy that At the current stage of socio-economic development, the role of the service field in Uzbekistan in addressing such pressing issues as "... reducing unemployment among the population, increasing the income of people and families ..." is invaluable.

At the same time, the results of the analysis showed that there are opportunities for the development of entrepreneurship in the service field, especially small and private businesses, with the effective use of their potential and resources. Further development of entrepreneurship in the service field in the country requires the study of its specific features in the industry.

This article discusses the specifics of the development of entrepreneurship in the service field, especially small business and private entrepreneurship.

II. LITERATURE REVIEW

The following scholars have considered the development of the service field and entrepreneurship in their research: Boltabaev M.R., Qosimova M.S. [8], Vybornova V.V. [9], Lapusta M.G. [10], Muxammedov M.M. [11], Samadov A.N., Ostanaqulova G.N. [12], Fedtsov V. G., Fedtsov V. V. [13], Khodiev B.Yu., Qosimova M.S., Samadov A.N. [14], Khodjaev R.S., A.Egamberdiev [15].

III. RESEARCH METHODOLOGY

In this research, we used of methods of logical analysis and synthesis, grouping, comparative and structural analysis, abstraction, factor analysis, induction and deduction.

IV. ANALYSIS AND RESULTS

The huge potential in the service field is able to make it a reliable source of sustainable economic growth and reduce the dependence of economic growth on external economic conditions.

Prospects for the transformation of this field into a leading sector of the economy are in many respects closely linked with the development of entrepreneurial activity in this area, especially small and private entrepreneurship. Because the services are mainly provided by small and private businesses. The development of small business in the country is one of the priorities of socio-economic policy, and therefore its rapid

development is important in the development of the service field. It will help increase competition in the industry, expand the range of services and improve the quality.

Therefore, it is very important to study the problems of business development in the service field and the factors that affect it.

The concept of "entrepreneurship" in the 18th century was the focus of the classics on the study of the characteristics of commodity-money relations, the conditions of formation of market relations, the role of the state in these processes in economic theory. Entrepreneurial problems, ways to organize an effective business are also widely discussed in the modern economic literature. Scientific developments on the features of the formation and development of entrepreneurial activity in our young economy are also available in the domestic literature. At the current stage of economic development requires a certain degree of adaptation of approaches to the formation and development of a new approach to entrepreneurship and the laws of this process. In our opinion, it is necessary to study the specifics of entrepreneurial activity in the service field, which is becoming a leading sector of the economy.

The purpose of this study is to study the socio-economic characteristics of entrepreneurship and scientifically substantiate and identify the characteristics of its manifestation in the service field, identify the factors that hinder the development of entrepreneurship, identify factors influencing the development of entrepreneurship in the service field.

The scientific significance of the research is explained by the fact that it can use the developed scientific recommendations to group the specific features of entrepreneurial activity in the service field and the factors influencing its development, and helps to increase business activity in the service field.

At present, the rapid development of the services field is leading to a legitimate growth of interest of the business community in this area. In the economy of Uzbekistan, the service field is becoming a priority object for the use of entrepreneurial potential, which allows us to talk about the emergence of a new economic entity - service entrepreneurship. An entrepreneur in the service field is able to provide unique services, adhering to creative abilities, unique thinking and high skills, and targeting a specific target group of customers. The diversity of services offered in a qualified approach means the efficient and economical use of community resources in order to meet the growing needs of society. In general, the effective operation of enterprises in the service field contributes to an increase in the quality of life, the emergence of various forms of ownership, the formation of the middle class.

The service field is interpreted as a set of social, economic, technical, marketing, information, legal and other types of services that take into account the diversity and dynamics of market factors and conditions.

Entrepreneurial activity in the service industry can take many forms. In many cases, they include: creating a new format of enterprises to adapt to changes in market infrastructure, creating new business models, services or products, offering specific forms of customer service, defining labor market development strategies, creating new marketing technologies, etc.

The services field covers a wide range of industries and areas, and their number is growing rapidly as new types of services emerge. Also, the number of business entities of all organizational and legal forms is growing: individual and private enterprises, limited liability companies, including open and closed joint stock companies, non-profit organizations, government agencies, educational and cultural institutions.

One of the current changes in the services field is the increase in the number and expansion of small and private businesses in the industry. This is due, on the one hand, to the fact that the service field is very attractive for small and private business activities due to the influence of objective and subjective factors.

On the other hand, the development of small and private entrepreneurship in the country is one of the priorities of socio-economic policy and, therefore, is developing at a high pace. The rapid development of small and private business in the service field has contributed to increased competition, increased variety and quality of services and, most importantly, reduced prices and increased demand for services, increased access to services and, ultimately, increased efficiency in the service field. Small businesses will be able to quickly adapt to changes in market demand, quickly change the types of services, efficient use of resources, change production in a short time and without large losses.

Service enterprises that take advantage of these small businesses are more competitive than material manufacturing enterprises. The development of small business is one of the most important factors in the high profitability of the service field.

The analysis of statistical data showed that in 2019 in the Republic of Uzbekistan there are more than 121 thousand small businesses and micro-firms in the service field. They account for about 44.1% of all small businesses and micro-firms. This situation allows us to conclude that the small economy sector has been created in practice in the country, and the expansion of the production of services by small businesses and private entrepreneurship provides rapid development of the services field. As a result of the program for the development of the service field, the share of small business in GDP increased from 38.2% in 2005 to 56.5% in 2019 as a

result of the provision of large soft loans to businesses for the technological equipment of newly established service enterprises. The share of market services in total production in 2019 was 52.1% .

Table 1

**The share of small business and private entrepreneurship in the economy of Uzbekistan in 2005-2019
 (in% of total volume)**

Indicators	Years					2019 to 2005 relatively (+;-)
	2005	2010	2015	2017	2019	
GDP	38,2	52,5	62,9	63,4	56,5	+25,5
Industry	10,0	26,6	40,6	41,2	34,9	+12,9
Construction	50,9	52,5	66,7	64,8	75,8	+37,4
Service	52,5	56,1	50,5	60,5	52,1	
Employment	64,8	74,3	77,9	78,0	76,2	+26,5
Export	6,0	13,7	27,0	22,0	28,7	+16,8
Import	33,7	35,8	44,5	53,6	61,6	+38,8

Small businesses produced services 99,139.3 billion soums, the highest volume of services - 42478.0 billion soums. soums, in transport services - 25620.1 bln. soums, in real estate services - 4831.7 bln. soums, accommodation and food services - 4621.6 bln. soums, in other personal services - 4420.9 bln. soums, 3575.3 bln. soums for rental services in Uzbekistan in 2019.

Also, 89.1% of trade services, 47.8% of transport services, 42.6% of health services, 82.4% of real estate services and 23.6% of educational services will be provided by small businesses in 2019.

At the same time, it should be noted that entrepreneurship in the field of services serves not only to improve the service process itself, but also to increase competitiveness in all activities related to customer service. Therefore, the attention of the service business should be focused on the search for innovations within the service industry in general, and in certain areas of consumption.

Entrepreneurs in the service field are very specific, they are also engaged in non-profit activities aimed at meeting social, charitable, cultural, educational and other socially useful needs.

Thus, the development of small business in Uzbekistan has become one of the most important conditions for the rapid development of the service field, increasing its profitability. However, there are a number of problems in the development of small business in the Republic of Uzbekistan, which are caused by both internal and external factors. The directions of small business activation are scientifically justified and given the social conditions, the rational use of its advantages in order to increase the income of the population in this area is a timely task and can give a new, more powerful impetus to its acceleration.

Along with the understanding of the importance of the service field in our country, there are still a number of very negative trends in its development, which are: low quality and narrow range of services provided, inconsistencies within the network, inconsistency between the volume of services provided and the growing needs of the population, insufficient use of market instruments and mechanisms, interregional level of production and consumption of services the presence of disproportions and others.

The service field, as an integral part of the economy, is part of the general system of economic relations and is subject to general economic laws. But at the same time, the functioning of the service field has its own

characteristics in terms of the organization of the production process, the delivery of its final results to consumers and other aspects. In our opinion, these features are clearly reflected in the implementation of entrepreneurial activities in the industry.

The main feature of entrepreneurship in the service field is that the consumer plays a key role, all the production of services by the service entrepreneur is directed to the consumer, because the efficiency of service enterprises (as opposed to the production of goods), first of all, external efficiency criteria in the required volume and set of services, determined by the requirements of satisfaction at the required level of quality.

Thus, we believe that the following features of entrepreneurship in the service field can be distinguished:

The first, the service field is less dependent on raw materials and basic materials compared to the material production sector. At the same time, its large production assets (housing and communal services, tourism and sanatorium treatment) are intended for large-scale use of natural resources.

The second, there is a diversity of services and the impact of scientific and technological advances on them (the services of hairdressers, waiters, masseurs are not significantly affected by technological advances and have remained unchanged for hundreds of years).

The third, the nature of services is often based on the personal relationship between the producer and the consumer, i.e., the person directly affects the person in the service process. This directly determines the importance and necessity of high quality of labor resources. In most service providers, employees are characterized by high education and professionalism, qualification level, creative, intellectual content of work.

This feature determines the calculation of the cost, because the production and provision of services are carried out simultaneously.

For example, a barber cannot get a client's hair without doing his service at the same time. In this regard, increasing productivity in some enterprises that provide services (e.g. hairdressing) means attracting additional staff, which in turn increases fixed costs. At the same time, the company can optimize the business process by investing in more efficient equipment.

The fourth, in the case of customers of services, often the consumers themselves form the resource base, because the services appear as direct participants in the production process. For example, when receiving medical services, the consumer must provide the necessary information, formulate the problem, discuss possible options for solutions with experts in a number of cases, and finally ensure direct application and results.

In addition, in order to influence the supply of services and adapt to changing demand, to ensure quality service, the resource capacity management of the service, in addition to the role of the service enterprise to consumers (including self-service).

The fifth, an important feature of the resource function in the service field is the high rate of entrepreneurial capital turnover.

In order to determine the direction of development of the service field, at this stage it is very important to identify and classify a group of factors that affect its quality. Factors affecting the quality of services include social, economic, political, environmental, information and technical, and others. These factors require a change in the economic environment and determine the direction and opportunities of entrepreneurial initiatives for the enterprise, industry and the economy as a whole. The service field relies on the influence of relevant laws as part of

the economic system. Therefore, its development and expansion are influenced by a number of factors:

1. Technical and information factors related to the development of the service field, scientific and technological progress and informatization of society.

2. Economic factors: the emergence of new types of consumer services and services; changes in consumer perception of this or that type of service; increasing demand for various recreational activities; ongoing segmentation of the services market.

3. Social factors: the aggravation of the demographic situation, the acceleration of the aging process of the population, the disappearance of the values of the "institution" of the family and marriage, etc.

4. Legislative factors determining the level of state influence on the development of the service field.

5. Infrastructure factors: professional activity and other services of market participants providing banking, insurance, consulting, marketing, legal information, advertising, finance and other services.

6. Environmental factors: the emergence of new types of services related to the limited availability of certain types of resources, the "careful" use of resources, the restoration of human health in conjunction with the environment.

V. CONCLUSION/RECOMMENDATIONS

The analysis of the features of business development in the service field in our country allows us to highlight areas of importance for the development of small and medium-sized businesses in the service field, which are important for our national economy.

The development of small and private forms of entrepreneurial activity in the service field is explained by the fact that, unlike other sectors of the economy, it requires less labor and relatively little capital investment in the early stages. It is characterized by rapid adaptation to changing economic conditions, ease of management, sensitivity to change in response to changes in market conditions, good awareness of the level of demand for this or that service in some markets, and others.

At the same time, special attention should be paid to the system of state support for small and medium-sized businesses in the field of public services.

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