



DOI: [10.5958/2249-7137.2021.02266.7](https://doi.org/10.5958/2249-7137.2021.02266.7)

FACTORS OF INCREASING SOCIO-ECONOMIC EFFICIENCY IN SERVICE ENTERPRISES

Baxit Abdireymovich Ismailov*

*Karakalpak State University,
UZBEKISTAN

Email id: Ismailov_Bakhit79@mail.ru

ABSTRACT

This article classifies the factors influencing the socio-economic efficiency of service enterprises, structural changes in the industry, sources and directions of socio-economic efficiency, the role of the human factor in improving socio-economic efficiency, labor potential and quality of services to consumers, service processes, areas for improvement have been explored.

KEYWORDS: *Service Economy, Socio-Economic Efficiency, Factors, Labor Potential, Service Quality, Service Process, Consumers.*

INTRODUCTION

In the current situation, the socio-economic development of sectors and industries of the country should be based on a qualitatively new system, and this system should be characterized by specific laws of operation and regulation. The regulation of the service process and the formation of a special institutional system of new approaches will allow to achieve the set strategic indicators of development in all sectors and areas of activity.

The new economic relations that have emerged in the country on the basis of economic reforms implemented during the years of independence have created favorable conditions for the development of the service sector. That is, economic reforms have allowed to improve the activities of service enterprises and organizations, the emergence of new forms and methods of service.

Today, in the process of modernization of the economy of the republic, the steady economic development of enterprises in the service sector requires the improvement of mechanisms to increase socio-economic efficiency, which is an important factor in ensuring the intensity of their economic activities. In this process, the tasks related to the mechanism of improving the

efficiency of service enterprises, increasing labor productivity in enterprises, economical use of economic resources, achieving efficiency in the use of labor resources, ensuring the quality and efficiency of services produced, fully meeting the needs of consumers is one of the problems. This is one of the urgent tasks to increase socio-economic efficiency by improving service processes in the industry.

LITERATURE REVIEW

The scientific literature has scientifically and theoretically and methodologically studied some aspects of the efficient use of resources in the service economy, the achievement of socio-economic efficiency of services, improving the quality and competitiveness of services provided by businesses and improving service processes.

Avanesova G.A. [1, p. 215] in her work explored the effective use of resources in the service sector, increasing socio-economic efficiency in the field, improving the quality of services provided to consumers in accordance with their needs, achieving labor efficiency.

In the work of Erofeeva A.P. [3, p. 141] to improve the process of service in enterprises, ensuring the competitive advantage of service entities, the relationship of quality of services in the industry with their consumer characteristics, criteria and indicators of service quality assessment the processes of modernization of personnel management system are studied.

The textbook, edited by Pardaev M.K. [4, p. 133], examines the problems of development of services, services and tourism, ways of efficient use of labor resources in the service sector, factors and directions to increase labor productivity. Also, the social, economic and institutional bases of the development of the service and tourism sectors have been scientifically studied in this regard.

Qualitative and quantitative assessment of economic growth factors in the service sector, based on previous research in this article, to determine the contribution of each of these factors to the growth of the service sector and industry is still an important scientific issue. The works of the abovementioned authors identify general aspects of economic growth based on an assessment of the impact of various factors on socio-economic efficiency. In this study, the factors and directions of increasing socio-economic efficiency in service enterprises have not been systematically studied. Accordingly, the scientific essence of our research is that ways to increase socio-economic efficiency in service enterprises have been studied.

RESEARCH METHODOLOGY

The study used a dialectical and systematic approach to the study of economic systems and ratios, complex assessment, comparative and comparative analysis, statistical and dynamic approaches, and grouping methods to increase economic socio-economic efficiency in service enterprises.

Economic efficiency reflects the results of the activities of entrepreneurs, while social efficiency reflects the social efficiency of economic entities, its impact on various aspects of society. At the same time, social and economic efficiency were found to be somewhat interrelated. In addition, the indicators of economic efficiency in the service economy were classified and factors for improving labor efficiency were studied.

Analysis and results

For the successful implementation of strategic tasks in the field of increasing socio-economic efficiency in service enterprises, the study of factors influencing the full use of resources is of paramount importance for improving the scientifically based framework for planning and analysis of social and economic indicators and production processes.

High rates of efficiency of the organization of economic activity in the enterprises as a whole provide scientifically based use of complex factors influencing socio-economic efficiency. This is especially relevant today. It is especially important to develop measures to ensure that most companies operating in the country survive at the expense of resources that do not require large expenditures.

However, in modern management theory and practice, theoretical and practical developments on this topic are insufficient. This leads to the fact that at present, the issues of assessing the impact of various factors are either addressed from the point of view of common sense, without taking into account the real state of the economic situation or a generalized presentation of various similar indicators. The question of the correct classification of factors influencing socio-economic efficiency is important. It should be noted in the structure of such a classification that these factors are affected not separately but interrelatedly.

The theoretical significance of the classification of factors affecting socio-economic efficiency is that it allows to fully reveal the essence of efficiency, taking into account certain areas of enterprise activity, to determine the ratio between factors, to highlight the characteristics of individual factors. The use of such a classification allows to determine the individual impact of each factor on the basis of prevention of recurrence, as well as to take into account the effectiveness of factors that allow to accurately identify and use the growth of socio-economic efficiency as a whole.

Recommendations for the classification of factors for increasing the efficiency of human resource use in service enterprises have been made several times in the economic literature. According to the general principle, this classification was, in their essence, a combination of factors in a larger or smaller range in an enlarged group. Factors affecting socio-economic efficiency in service enterprises should be classified according to the purpose of the study. In the analysis process, this classification is used not only to assess the achievement of the planned level, but also to determine the actual impact of individual factors on socio-economic efficiency [1, p. 137].

There are various factors and key areas for increasing socio-economic efficiency in service enterprises. The available factors can be divided into groups according to three characteristics: by source, by key areas of production development and improvement, by the role of factors, and by the level of implementation.

The classification of influencing factors according to the sources of increasing socio-economic efficiency helps to determine at what expense social labor savings can be achieved. In this regard, the main factors include: labor capacity, material capacity, capacity of funds and reduction of capital requirements, rational use of resources and time savings. However, such classification does not meet sufficient demand. To find answers to these questions, it is necessary to group the total factors of increasing socio-economic efficiency by key areas of production

development. They consist of a set of physiological, technical and technological, organizational-economic and socio-psychological measures aimed at saving social labor. These areas are diverse. The most important are:

- improving the content of services;
- development of innovative activity, increase in technical and economic level of service processes, reduction of time of introduction of innovations;
- increase the level of specialization, cooperation and territorial location of service processes;
- improving the management structure, financing, economic evaluation, lending and incentives;
- to increase the professional activity and initiative of employees based on the development of cognitive factors.

Modernization of service processes and deepening of reforms in the sector are the main directions of increasing socio-economic efficiency. One of the main directions of increasing production efficiency in service enterprises is to accelerate the development of science and technology. The technical and technological factor provides at least two-thirds of the increase in labor productivity.

TABLE1. CLASSIFICATION OF FACTORS AFFECTING THE PRODUCTIVITY OF EMPLOYEES IN SERVICE ENTERPRISES¹

Factors	The content of the factors
Physiological	Gender, age, health, mental ability, physiological ability, etc.
Technical and technological	The nature of the issues to be addressed, the complexity of labor, technical innovation, the level of use of scientific and technical achievements, the technical and economic level of production, the level of armament with funds, etc.
Organizational	Working conditions, ratio of personnel categories, size of the enterprise, work schedule, length of service, qualifications of employees, level of staff use, etc.
Socio-economic	Material incentives for workers, insurance, social benefits, living standards and quality of life, and more.
Socio-psychological	The spiritual environment in the team, the psychophysiological state of the employee, status and recognition, the organizational culture of the enterprise, employee satisfaction with the work, the prospects for promotion, and more.

Therefore, it is a key factor in increasing socio-economic efficiency in the industry, and also involves the identification of factors that affect the efficiency of staff labor. Based on their economic nature, we propose the following classification of factors influencing the labor efficiency of employees in service enterprises (Table 1).

Today, in order to comprehensively study and understand the social and economic efficiency of the service sector, it is necessary to develop its own criteria and indicators. However, this does

not mean that the criteria and indicators of social and economic efficiency are not interrelated. On the contrary, they are inextricably linked and complement each other.

If economic efficiency in the service sector is not calculated and measured in terms of quality, it is impossible to carry out the work set for its steady increase. Criteria and indicators of efficiency in service enterprises, such as certain sectors of the economy, are divided into criteria of economic and social efficiency. In the study of economic efficiency in the service sector, it is important to correctly understand and calculate its essence, criteria and indicators. If economic efficiency is not qualitatively calculated and measured, it will not be possible to carry out the planned measures to increase it on a regular basis.

There is currently no single approach to setting general criteria for the efficiency of service enterprises. According to some economists, the criterion for the effectiveness of economic activity is to fully meet the needs of the population with a high level of service and rational use of all resources.

While many economists say that the level of satisfaction of consumer demand for consumer goods is a general criterion of service efficiency, others say that the efficiency of the service process should be determined by a system of interrelated key indicators, the amount of gross income generated by this system, which fully reflects the amount of services provided to the population.

A comprehensive analysis of the efficiency of business enterprises should not be limited to its criteria, as the criterion mainly reflects the essence and main objectives of efficiency, but can not serve as a means of measurement and evaluation. These tasks are performed by performance indicators.

Achieving high efficiency in service enterprises on the basis of full and quality satisfaction of the population's demand for services through the efficient use of material, financial and labor resources is the main criterion for the effectiveness of service activities (Table 2).

The growth of economic efficiency is an objective law of development of any form of production, because the development of society requires an increase in the volume and quality of products, a decrease in production and transaction costs, an increase in capital to implement expanded reproduction. The essence of economic efficiency is the result obtained per unit of resource expended. It is well known that results and costs summarize key aspects of the recycling process, with the service enterprise interested in achieving high efficiency at low cost. This network is a general economic principle of the process of mass production and circulation, which emerges as a law that increases the efficiency of activities, which consists of the relationship between the use of resources and its consequences. [3, p. 45].

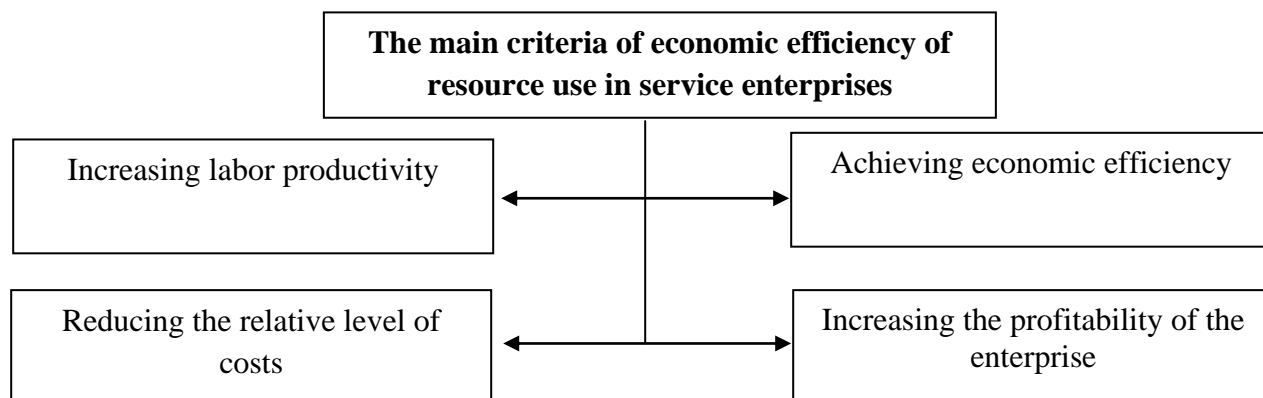


TABLE 2. DIAGRAM OF THE MAIN CRITERIA FOR COST-EFFECTIVENESS OF RESOURCE USE IN SERVICE ENTERPRISES²

Although the concepts of social efficiency and effectiveness are found in many economic literatures, there is still no clear answer to the question of how the criteria and indicators of social efficiency and effectiveness are evaluated and calculated.

In general, the achievement of the social goal of a society, which aims at the comprehensive and harmonious development of man, is a criterion of social effectiveness. There are different views on this concept. At the current stage of development of society, the criterion of social effectiveness is a tool that promotes the development of a harmoniously developed person. Social effectiveness has not one, but several criteria. Its first criterion is the level of satisfaction of the needs of the people and the improvement of the social structure of society, while the second criterion is the reduction of consumption processes that indirectly affect the growth of efficiency (Table 3).

In our opinion, it is understood to fully meet the demand for socially effective goods and services as a service sector by providing high sales services, improving the working conditions of the service enterprise with quality business activities, increasing the level of staff funding and service culture.

It is understood that the efficiency of resource use in service enterprises is directly related to and inextricably linked to the above criteria of economic and social efficiency, and is reflected in the economic relations of the balance of social and economic efficiency in achieving economic results.

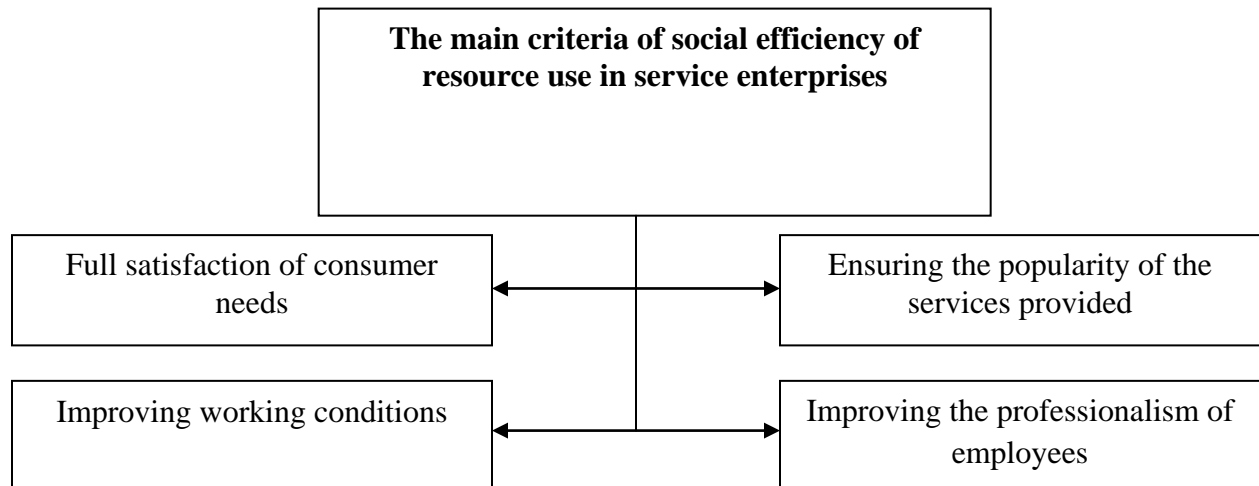


TABLE 3. DIAGRAM OF THE MAIN CRITERIA FOR SOCIAL EFFICIENCY OF RESOURCE USE IN SERVICE ENTERPRISES³

Economic efficiency is the result of the activities of economic entities, social efficiency is the social efficiency of economic entities, its impact on various aspects of society. In this case, social and economic efficiency were considered to be to some extent inextricably linked. Social efficiency is the improvement of the social life of the people, which serves to increase economic efficiency [6, p. 95].

Ultimately, it has a positive impact on the employee's ability to work and creates conditions for increasing labor productivity. Accordingly, there must be an economic basis for the implementation of a clear social program. This economic basis is achieved by increasing the economic efficiency of service enterprises.

Thus, the new essence of effective activity in the service economy can be summarized as follows: the achievement of performance efficiency is not determined by the content of the concept of efficiency, but is assessed by indicators of social efficiency. These indicators have a broader meaning than indicators of economic efficiency. Changes in the quality indicators that make up the efficiency show the need to assess the effectiveness of business entities. Accordingly, social efficiency cannot be reduced to a precise quantitative measure. This can only express the economic nature of efficiency in the traditional way, its social and socio-economic aspects are difficult to measure by quantitative criteria. Such an approach is now widespread in economics. At the same time, research on the evaluation of efficiency in the service economy is becoming more relevant, and the demand for research in this area, in our opinion, is much higher.

In the system of indicators of social and economic efficiency of service enterprises, the indicators of efficient use of economic resources have a special place.

The relationship between the growth rate of labor productivity in service enterprises and the reduction of labor capacity of the product is characterized by the following formula:

$$MY_{yc} = \frac{M_{cu2} \times 100}{100 - M_{cu2}}, \quad (1)$$

there: MY_{yc} – labor productivity growth rate;

M_{cu2} – labor capacity.

$$MC_{nac} = \frac{MY_{yc} \times 100}{100 + MY_{yc}}, \quad (2)$$

there: MY_{yc} – the rate of growth of labor productivity relative to the base period (%);

MC_{nac} – decrease in labor capacity over the base period (%);

The total increase in labor productivity (ΔMY) in service enterprises is divided by the increase in the volume of services provided and the decrease in the number of employees, and it is determined by the following formula:

$$\Delta MY = \frac{100 \times (\Delta B + \Delta IC_k)}{100 + C_k}, \quad (3)$$

there: ΔB – increase in production volume in the reporting period at the enterprise, %.

ΔIC_k – reduction in the number of employees in enterprises, %.

If the number of employees in the enterprise does not decrease, and vice versa increases, then the percentage of the number of employees is expressed in reverse.

The contribution of net product growth due to increased labor productivity in service enterprises D_{cm}

$$D_{cm} = \left(1 - \frac{\Delta Y_u}{\Delta Y_{cm}} \right) \times 100\% , \quad (4)$$

there: ΔY_u – the growth rate of the number of employees in service enterprises %;

ΔY_{cm} – growth rate of pure product production, %.

For a comprehensive and comprehensive analysis of the efficiency of service enterprises, generalized indicators are used along with its specific indicators. Generalized indicators in the economic literature include such indicators as: profitability of the enterprise, the relative level of costs, the efficiency of fixed and working capital, the fund efficiency of all resources expended.

Profitability of the enterprise is one of the performance indicators of the service enterprise. Profitability of the enterprise (R_k) is determined by the percentage of net profit in the service sector to the total amount of fixed and current assets of the enterprise:

$$R_{\kappa} = \frac{C\Phi \times 100}{\sum A\Phi + \sum HAA}, \quad (5)$$

there: $C\Phi$ – net profit margin

$\sum A\Phi$ – the total value of fixed assets;

$\sum HAA$ – the amount of current assets under the norm.

Achieving the ultimate social goal of a society that aims to create opportunities for all-round and integrated human development is a key criterion of social effectiveness.

The next criterion of social efficiency in the sectors and industries of the economy is to reduce consumer spending, which indirectly affects the achievement of social production efficiency.

Social efficiency in the service sector cannot be measured on the basis of a single criterion, as the criteria for the social efficiency of the development of the sector are different. If the criterion of social efficiency reflects its content and objectives, the indicators serve as a tool for evaluating efficiency [4, p. 114].

Statistical indicators of social efficiency in service enterprises and organizations can be divided into the following groups:

1. Statistical indicators of consumer satisfaction;
2. Indicators of reduction of service time;
3. Statistical indicators of improvement of working conditions and nature.

Indicators that fully meet the needs of consumers include the following: volume of services per capita; volume of gross services per capita; growth rate of services provided; indicators of reduction of service time; coefficient of reduction of time spent by consumers in service enterprises and organizations; time spent on service of one consumer; the time spent for each customer to re-visit the service facility. This figure indicates a decline in social effectiveness; the amount of time spent for a person who needs to be serviced once in a moderate amount.

Indicators of working conditions and the nature of work in service enterprises include: automation of labor processes (the level of application of new equipment and technologies); the level of modernity of buildings and structures of enterprises; the level of use of advanced labor experience in the service process; level of advanced techniques and technologies, equipment and mechanisms; qualification, education and professional level of employees engaged in service; the level of organization of training, retraining, advanced training of personnel required for the service sector.

CONCLUSION AND RECOMMENDATIONS

In the system of indicators of social and economic efficiency of service enterprises, the indicators of efficient use of economic resources have a special place.

To increase the socio-economic efficiency of service enterprises, it is necessary to implement the following measures:

- ensuring the balance of jobs in terms of quantity and quality with available labor resources;
- creation of effective ways to increase the volume of production or services based on the participation of labor resources in labor activities;
- mechanization and automation of service processes;
- improving the conditions and forms of employment;
- improving the quality of labor resources;
- improving the professional level of labor resources.
- Increasing labor productivity in service enterprises should be done in the following stages:
 - definition of goals and principles of increase of labor productivity;
 - development of the necessary tools (planning the service process, evaluating the effectiveness of the use of reserves to increase productivity, etc.);
 - identification of reserves and opportunities to increase labor productivity;
 - labor productivity growth planning (targeting of planning indicators, system of other indicators of measurement (for example, product quality, quality of life, innovations), methods of assessment and control, list of specific actions to be taken, identification of responsible persons);
 - development of measures to ensure continuity of labor productivity monitoring and control of its dynamics;
 - evaluate the effectiveness of measures to increase productivity.

Thus, the 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 will not only increase the use of innovative factors of service, but also improve the quality of services provided.

REFERENCES

1. Avanesova G.A. Servisnaya deyatel'nost': Istoricheskaya I sovremennayapraktika, predprinimatel'stvo, menedjment: ucheb. Posobiye dlya studentovvuzov/ G.A. Avanesova. – M.: Aspekt press, 2004. – 317 s.
2. Vatolkina, N. Sh. Metody otsenki kachestva uslug: sravnitel'nayakarakteristika / N. Sh. Vatolkina // Russian Journal of Management. – 2016. – T.4., № 3. – S. 374-382.
3. Erofeeva A.P. Modernizatsiya sistemy upravleniyapersonalomnapredpriyatiyakhsferyuslug. Dissertatsiya na soiskaniyeuchenoy stepenikandidata eknomiceskikh nauk. – Velikii Novgorod: 2014. – S. 141.
4. Pardaev M.K. vaboshkalar. Khizmat kursatish, servis va turizam sohalarinirivojlantirish: muammolarvaularningyechimlari. Ukuv kullanna. – T.: «Iktisod-moliya», 2008. - B. 133.
5. Sarkisov S.E. Menedjment: slovar` spravochnik. – M.: ANKIL, 2005 –S. 551.

6. Upravleniya I organizatsiya v sfereuslug: teorii I praktika»: Service manejment and Operation – 2-e mejnarodizd. (per.sangnar.naukryad. V.V. Kulibanovoi) / K.Khaksiver, B.Render, R.S.Rassel, R.G.Merdik –Spb i.dr: Piterbukh. 2002. –S. 496.
7. EmirsonG. Dvenadsatat`printsipovproizvoditel`nosti. – M.:Ekonomika, 1992, –S. 216.