

The socio-economic and technological models for increasing the efficiency of the service sector organizations

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The purpose of the article consists of the work-out of the scientific and practical recommendations for improving the organization of the service system adapted for use in the activities of the service sector, based on the evaluation of its socio-economic efficiency. The implementation of this goal involves the systemic study of the theoretical and methodological foundations of efficiency in the service sector; the analysis of trends in changes in the parameters of the activities of organizations in the service sector based on the evaluation of its socio-economic efficiency; and the substantiation of the imperative and strategic directions for the development of service sector organizations and their implementation on an innovative basis. The theoretical and methodological basis of the study is the fundamental developments of leading economists on the problems of the functioning of organizations in the service sector and the understanding of the foundations for increasing socio-economic efficiency. During the study, the methods of logical analysis and generalization, a systematic, comparative, and economic approach, and tabular and graphical methods for interpreting trends in the main parameters are used. The application of these methods make it possible to: generalize the essence of the problem of the development of the service sector, which is an objective condition for the successful structural transformation of the service sector economy; identify the principles of the system of organization of public services; determine methods for assessing their socio-economic efficiency, and scientifically comprehend the problem of their further development based on innovative technological models. As a result of the study, the main conclusions are drawn regarding the problems of increasing the socio-economic efficiency and quality of public services in the service industries; analysis of trends in the functioning of the public services sector in organizations providing different types of services; and substantiation of technological models for increasing the socio-economic efficiency of service organizations.

Keywords: development of the service sector, organization of the service sector, Evaluation of socio-economic efficiency Innovative methods principles of organization and quality of services, criteria for rating the quality of services, Imperatives directions, strategies for the development of the service sector, Technological models GAP-model (model: GAP5).

Социально-экономические и технологические модели повышения эффективности организаций сферы услуг

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Цель статьи состоит в разработке научно-практических рекомендаций по совершенствованию организации системы обслуживания, адаптированной для использования в деятельности организаций сферы услуг, на основе оценки ее социально-экономической эффективности. Реализация этой цели предполагает системное обобщение теоретико-методологических основ эффективности в сфере услуг; анализ тенденций изменения параметров деятельности организаций сферы услуг на основе оценки ее социально-экономической эффективности; а также обоснование императивных и стратегических направлений развития организаций сферы услуг и их реализация на инновационной основе. Теоретической и методологической основой исследования послужили фундаментальные разработки ведущих экономистов по проблемам функционирования организаций сферы услуг и вопросам повышения социально-экономической эффективности. В ходе исследования использовались методы логического анализа и обобщения, системный, сравнительный и экономический подход, а также табличные и графические приемы интерпретации тенденций основных параметров. Применение этих методов позволило обобщить суть проблемы развития сферы услуг, которая является объективным условием успешной структурной трансформации экономики сферы услуг; определить принципы системы организации госуслуг; определить методы оценки их социально-экономической эффективности и научно осмыслить проблему их дальнейшего развития на основе инновационных

технологических моделей. В результате исследования были сделаны основные выводы относительно проблем повышения социально-экономической эффективности и качества услуг; анализа тенденций функционирования сектора государственных услуг в организациях, предоставляющих различные виды услуг; и обоснования технологических моделей для повышения социально-экономической эффективности деятельности организаций сфер услуг.

Ключевые слова: развитие сферы услуг, организация сферы услуг, Оценка социально-экономической эффективности, инновационные методы, принципы организации и качества услуг, критерии оценки качества услуг, Императивные направления, стратегии развития сферы услуг, Технологические модели, GAP-модель (модель: GAP5)

Introduction. The development of the service sector is an objective condition for the successful completion of the modern restructuring of the national economy. In developed countries, the enterprises of the service sector have now moved to a new stage of scientific and technological development, which has enabled them to quickly and cost-effectively increase in size and change the structure of the organization, maintain service quality standards and adapt services to the population's needs, and flexibly change the set of social services.

Accumulated experience in the creation and functioning of individual elements of the public services sector using innovative management and social technologies requires scientific understanding to further improve the efficiency of their development. Achieving successful development of the service sector requires assessing the socio-economic efficiency of both individual types of services and individual sub-sectors of the service sector. Notable is the experience of organising monitoring, auditing, and certification of the services provided and the creation of multifunctional service complexes, whose activities are based on innovative management methods and technologies that can increase the susceptibility of enterprises to the achievements of science and technology throughout the reproduction cycle.

The importance of the problem of assessing the effectiveness of the activities of enterprises providing types of services to citizens based on innovative methods and its insufficient work-out at present predetermined the choice of the topic and the relevance of our research. The scientific works of the classics of economics are devoted to the problem of forming a theory of the efficiency of the functioning of the service sector and its socio-economic development. Modern Russian scientists who are actively engaged in this topic include G.A. Abroskin [3], B. Breev [5], I.A. Dudakova [7], D.A. Edelev [8], A.N. Petrov [23], A.A. Volkova [27] et al.

The theory and practice of performance evaluation in the service sector were studied by S.S. Abramov [1, 2], E.I. Luneva [17], G. Mabiала [18], A.N. Petrov [23], S. Protsenko [25] et al. The characteristics of regional service sector development are reflected in the research works of A. Abroskin [3], A. Gadzhieva [9],

A.A. Gazhur [10], M.D. Molev [19], A. Parasuraman [21] et al.

Despite the large number of scientific papers devoted to the study of the socio-economic efficiency of the functioning of the service sector, some important issues do not have a sufficient level of scientific justification. In particular, the factors and forms of manifestation of the effectiveness of the service sector, existing methods of assessing the effectiveness of the functioning of the service sector, and modelling of important indicators of the effectiveness of the functioning of the service sector require a more detailed analysis.

The substantiated conclusions are highlighted in three directions: generalized theoretical and methodological foundations of the effectiveness and quality of public services with simultaneous clarification of the features of the formation of approaches to the study of socio-economic efficiency in the service sector; systematized results of the assessment of the quality of public services; the identified state and prospects for the development of the public service sector; substantiated ways to improve the socio-economic efficiency and quality of public services in health and recreation organizations; and formed ways to improve the effectiveness of service organizations in the context of the implementation of the strategy and new technological models of the quality of public services.

Materials and Methods. The purpose of the article is to formulate theoretical provisions and practical recommendations for improving the service sector adapted for use in organizations of the service sector, based on an assessment of its socio-economic efficiency and improving the quality of public services.

Achieving this goal is associated with a solution to the following main tasks:

- To summarise the methodological foundations of the efficiency and quality of service in the tertiary sector of the modern economy;
- To evaluate the quality of services in organizations providing recreation and recreation, based on an assessment of their socio-economic efficiency;
- To substantiate the imperatives and directions of the regional strategy for the development of the service sector in terms of organizations providing services to the population;

▪ To substantiate methodological approaches to the introduction of technological models and innovations into the system of activity of enterprises in the service sector.

The research object is enterprises of the service sector and methods to improve their socio-economic relations in the context of innovative transformations. *The research subject* is the improvement of the socio-economic efficiency of the service sector and methods for its evaluation and technological models of its development.

The theoretical and methodological basis of the research is the fundamental developments of local and foreign scientists-economists on the problems of the formation and functioning of the service sector. During the implementation of the article, the traditional and specific research methods were used: the abstract-logical method; analysis, synthesis, observation; and methods of system analysis. Other research methods were used, mainly the monographic, the methods of a systematic approach, comparative, economic, logical analysis, and statistical methods, and the index analysis method.

The scientific significance of the results and conclusions formulated in this work lies in an integrated approach to assessing the socio-economic efficiency and quality of service in the service sector, adapted for use in organizations providing different types of services to the population, based on the use of innovative methods and technologies of modern digitalization of the economy. The main of them include:

▪ A proposal regarding the need to form a multi-functional service complex in recreation and wellness

facilities;

▪ A proposal for a methodology and model for assessing the socio-economic efficiency of the service sector based on economic and financial parameters and an integral indicator of the socio-economic efficiency of the service sector, which allows to objectively assess the degree of satisfaction of the population's needs for services;

▪ A proposal for an algorithm for developing a strategy for the development of the service sector, which includes successive stages, starting with assessing the level of development of the service sector and ending with monitoring the implementation of strategic ways to develop the service sector.

Some of the practical implications of the conclusions presented in this article can be used to develop a strategy for the development of the service sector, as well as to improve the forms and methods of improving the socio-economic efficiency of service organizations.

Results and findings. The socio-economic efficiency should be considered as the ratio of the results (effects) resulting from the implementation of programs (projects) and the resource costs of their implementation. Regarding the service sector, the results of the implementation of programs can be assessed by three main criteria: economic (financial) efficiency, social efficiency, and socio-economic efficiency. From this point of view, a team of authors led by E.I. Andreeva suggests a scheme of the chain of social results and types of effectiveness (figure 1) [4].

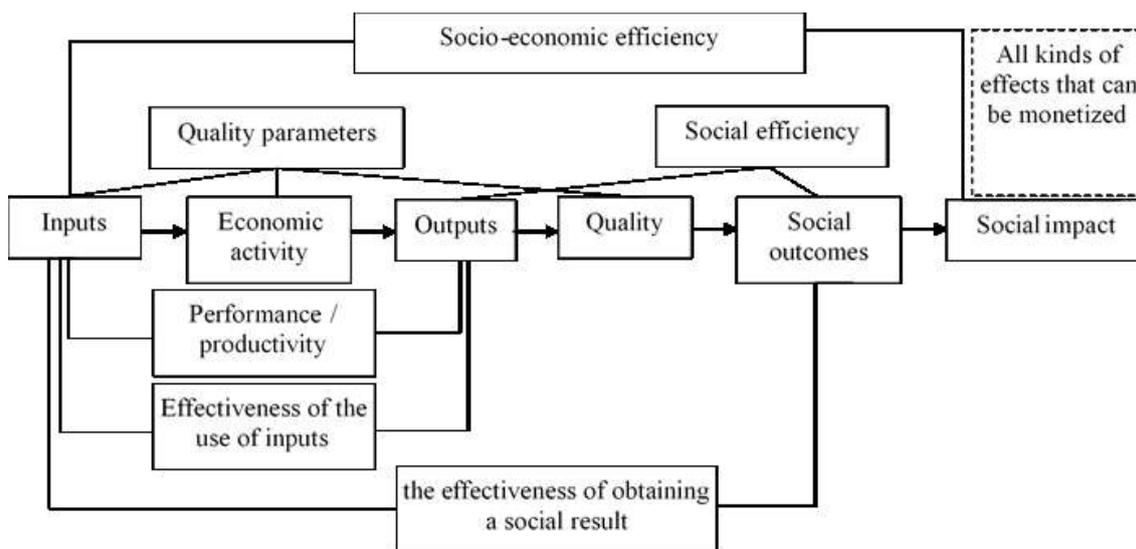


Fig. 1. The Chain of Social Results and Types of Effectiveness
 Source: Compiled by the authors based on [4]

At the same time, economic efficiency is the ratio of the market value of the effects (results) generated by the program and the cost of the resources spent to

obtain them. And, from the above, socio-economic effectiveness is a ratio, on the one hand, of social effects (the degree of impact on society), which can be

directly measured and expressed in monetary terms, and on the other hand, the costs of implementing socially-significant programs.

The emergence of theories explaining the socio-economic efficiency of the service sector was accompanied by the development of a methodology for its evaluation. The existing methods and technologies for evaluating the effectiveness of the service sector can be divided into two groups: those for the contribution to the rate of economic growth or for the quality of service in the growth of gross domestic product and those for the return on investment in the service sector at the micro and macro levels. The existing methods can also be distinguished by the indicators used for the results of the functioning of the service sector [4].

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In many countries, the share of the service sector is growing rapidly and occupies a very large share in the GDP structure (70-75%); the share of employed (74-79% of the employed population); the share of income from the service sector is about 3/4 of GDP, which is typical for many countries, such as Hong Kong (90%), Luxembourg (85%) and in the USA (76%) and Russia (in recent years – about 60%); in the countries of Southeast Asia – more than 50% of GDP is accounted for by the service sector [9].

For economically developed countries, a high level of development in the service sector is provided by a wide range of service activities, including financial, credit, educational, household, tourism, medical, telecommunications, and other services. In developing economies, the service sector is often dominated by certain types of service-related activities, as a rule, the tourism sector, the financial and credit system, transport, and some other service sectors [26].

Modern trends in the digitalization of the economy have caused the rapid growth of the tertiary sector, creating an infrastructure base to support the activities of enterprises in the primary and secondary spheres of activity. In addition, many authors argue that the active development of the service sector is due to the influence of several factors, among which

are government policy, business trends, information technology development, social changes, etc. [18, 21].

The term "service sector" is currently not unambiguous. In the Russian literature, there are many alternative definitions of the service sector, considered from two categorical definitions [5], one of which is based on the premise of providing services primarily to the people, that is, it is a set of industries, sub-sectors, and activities, the functional purpose of which in the system of social production is expressed in the production and sale of services to the people [6, 8].

It is this understanding of the service sector that conveys a more precise meaning for our research. The service sector is a set of economic sectors that provide services to the population. It is directly related to the reproduction of human life and contributes to the creation of favourable conditions for the development and placement of productive forces in individual regions [22, 23].

The service sector encompasses a significant number of activities grouped according to various classifications used at both the international and national levels. According to the WHO classification, there are more than 150 types of services grouped into twelve sectors. At the same time, in terms of their structure and volume of consumption, the leaders are utilities – 21.2%, transport services – 20%, and communication services – 19.5% of the total consumption of services in 2010 [27].

The main branches of the Russian service sector are [26]:

1. *Trading*. The trade deals with the purchase and sale of goods and the provision of several services to the buyer. The total volume of retail trade operations during 2019 amounted to 33,532.1 billion rubles, which indicates its constant growth over the past decades. The number of retail outlets has increased significantly, network companies have emerged, numerous super- and hypermarkets have opened, and Internet-based commerce has grown.

2. *Transport*. One of the most popular areas of the service sector, which has been widely developed due to the vast space and geographical features of our country. The transport network of Russia includes:

- more than 1.5 million km of highways;
- 600 thousand km of domestic flights 121 thousand km of railway tracks; 260 thousand km of pipelines;
- 101.5 thousand km of shipping lanes;
- 582 km of subway tracks.

In the modern sphere of transport, there is a giant network that allows for a trillion ton-kilometers of cargo turnover (5,6691 in 2019) and establishes a flow of billions of passenger-kilometers (531,9 in 2018). Railway and pipeline modes of transport are intensively developing.

3. *Telecommunications*. This is a rapidly developing and most promising service sector that deals with the problems of information transmission on an innovative basis. The total number of cellular subscribers in Russia, whose services are currently provided by: MTS, MegaFon, and Volna Mobile for the first half of 2019, amounted to 260.647 million people. The total number of Russian Internet users for 2019 reached 109.6 million, and the absolute majority of them (86%) visit this information resource daily.

In addition, according to 2018 data [26]: 25.8 million Russians have fixed-line telephone service; 34.9 million have broadband internet access, and 27.4 million are subscribers to television services. The total financial revenue of telecommunications companies amounted to 1.636 billion rubles at the end of the year.

4. *Finance*. The modern financial system of Russia operates in the conditions of station processes, adapting to the conditions of digitalization of the financial and banking economy, and today the total number of employees in the financial sector exceeds 1 million people. The finances of Russia by the end of 2019 are [26]:

- The gold and foreign exchange reserve is 554.395 billion dollars;
- The National Welfare Fund – 7 trillion 773.62 billion rubles, or 125.56 billion US dollars;
- External debt – 481.473 billion US dollars;
- The budget surplus is 1 trillion 967.6 billion rubles. which is about 1.8% of the GDP.

5. *Tourism*. Russia has huge potential for tourism development. The number of foreign citizens who

visited Russia in 2019 amounted to 32.9 million, of which 5.1 million arrived for tourist purposes, which led to an increase in the tourist flow by 20.5%.

Russia's tourism industry can always offer its clients visits to over 100 resorts located [26]:

- In Crimea and along the Black Sea coast of the Caucasus;
- In Caucasian Mineral Waters;
- Along river and lake banks;
- In the mountains areas, and Altai, the Kola Peninsula, Kamchatka, Sakhalin.

6. *Social sphere*. Basically, the social sphere in Russia is represented by the education and healthcare systems. 16 million schoolchildren, 1 million teachers, and 7 million students (4,161.7 in the university system, 2,995.8 in the secondary vocational education system) started the learning process in 2019, intending to master 3,326 trillion rubles.

A simple analysis shows the steady growth dynamics of those areas that initially had a good material base, traditionally established connections, a high level of demand, and did not require significant funding. Since 2016, the share of the service sector in the nominal volume of the gross value added (GVA) has fluctuated between 46.6-48.8%, and in 2019 it amounted to 48.8%, which is significantly lower than the share of the service sector in the economies of developed countries. The less-developed service sector in Russia makes it difficult to carry out the socio-economic functions assigned to it. The changes in the service sector are reflected in its structure (Table 1).

Table 1. Structure of paid services to the Russian population for 2016-2019, %

Indicators	Years			
	2016	2017	2018	2019
All services rendered	100	100	100	100
including:				
household	10.1	9.9	9.6	9.1
transport	21.5	21.2	21.0	17.2
communications	18.5	18.6	19.8	18.3
housing	5.3	5.6	5.3	5.6
utilities	18.3	18.0	17.5	25
hotels and similar accommodation facilities	2.6	2.1	2.7	2.2
culture	2.3	2.2	1.7	1.7
tourist	1.5	1.6	1.6	1.1
physical culture and sports	0.7	0.6	0.6	0.7
medical	4.8	4.9	5.0	5.3
sanatorium	1.6	1.5	1.4	0.9
veterinary	0.2	0.2	0.2	0.2
legal	2.3	2.5	2.6	2.5
education systems	6.7	6.9	7.0	6.7
other services	3.6	3.6	3.9	3.5

Source: compiled by authors based on the data of Russian statistics services [29, 30]

As can be seen from the table, the share of utilities and communication services in the structure of paid services has increased since 2016; the share of transport and household services has decreased. The share of other services remained almost unchanged. These changes reflect the current trends in society: utility tariffs have increased significantly, the informatization of society is taking place, the demand

for communication services is increasing, and an increasing proportion of the population is acquiring their own transport.

The analysis of statistical data on the provision of paid services in Russia clearly illustrates the uneven distribution of service enterprises, which is reflected in the significant difference in the volume of sales by federal districts (Table 2).

Table 2. Structure of the volume of paid services to the population by subjects of the Russian Federation for 2016–2019, %

Subjects of the Russian Federation	Years			
	2016	2017	2018	2019
Russian Federation, total	100	100	100	100
Central Federal District	37.4	36.9	35.8	35.1
North-Western Federal District	11.0	11.1	11.1	11.0
Southern Federal District	10.9	11.3	11.4	12.0
Volga Federal District	16.7	16.5	17.3	17.7
Ural Federal District	8.3	8.4	8.5	8.5
Siberian Federal District	10.4	10.1	10.1	9.8
Far Eastern Federal District	5.9	5.7	5.8	5.9

Source: compiled by authors based on [29, 30]

As can be seen from the table, the main share of the production of paid services falls on the Central Federal District. In other districts, the situation is approximately the same. The uneven distribution of enterprises in the service sector is associated with various factors in the placement of enterprises. In 2019, the largest share of paid services to the population of 35.1% is noted in the Central Federal District and the smallest share of 5.9% is in the Far Eastern Federal District.

In addition, it is important to formulate conditions and methods for evaluating the quality of services in the aspect of the development of the service sector, as well as methodological approaches for the analysis and evaluation of socio-economic efficiency in the service sector, substantiating the prospects for the implementation of a model program for the development of a recreation and wellness system in the service sector organization.

When evaluating a service, five stages affect the evaluation of the quality of its provision, which can be defined as the intervals between expected and actual service [2, 3, 24]:

- "The first interval is between the expectations of service consumers regarding the return of expectations of service providers".

- "The second interval is between the correct understanding of the needs and expectations of consumers of services and the evaluation criteria provided by service providers".

- "The third interval is between the service quality standards and the ability of service providers to provide the required level of service".

- "The fourth interval is between the promised and

provided service».

- "The fifth interval "consists of analyzing the expectations of consumers regarding services and the perception of the services provided" [32].

In addition, a systematic analysis of the effectiveness of the service sector needs to determine the criteria (factors) for its evaluation, which include: reliability, accessibility, reputation, the responsiveness of employees, competence, politeness, communication, etc. [15, 17].

The traditional models are not exhaustive and are being finalized by several researchers. Thus, the improved model includes five new components: the ideal standards; the translation of strategy and policy into the specifications of quality of service; the strategy of quality of service and policy; the employees' perception of customer perception and the management perception of customer perception [4].

Regarding the identification of methodological approaches to the evaluation of socio-economic efficiency in service industries, many authors confirm that "achieving efficiency is one of the main problems to be solved because it affects all spheres of society". Economic efficiency in the service sector is an integral element of the overall efficiency of public labour and is expressed by certain criteria and indicators [14].

The approaches to determining the effectiveness of services have been considered by Yu.V. Knyazheva [15] and I.V. Kononova [16], they highlight:

- The cost-benefit analysis (economic efficiency);
- The purposefulness (effective efficiency). It is evaluated from the standpoint of achieving goals, which may be the expansion of economic potential, maximizing profits, and minimizing the costs of ser-

vice organizations;

- The comprehensive economic analysis, based on which the achieved results are evaluated, the factors of change, unused opportunities, and reserves for their expansion are identified; and the management system's effectiveness.

Within the framework of this approach, the author identifies the following performance indicators [18]:

- The volume of services rendered; profit; investment project implementation; the availability of dependable partners, etc.

- The effectiveness of services can be considered using a system of economic indicators, organizational indicators, socio-group indicators, etc.

There are various methodological approaches to the problem of determining the effectiveness of the service sector. Speaking of approaches to evaluating the socio-economic efficiency of the service sector, we can identify [2-4, 17-20]:

"The first approach systematizes the provision of such services, at relatively lower costs and with rational use of available resources, to ensure the fullest provision of high-quality services to the population" [20].

"The second approach to evaluating the effectiveness of the service sector is characterized by the ratio between the results achieved and the costs of various resources available to society (the "costs-resources" approach)" [2].

"The third approach considers the effectiveness of the service as the degree of satisfaction with them. The consumer considers their quality to be the main indicator of the efficiency of the services consumed" [22].

"The fourth, goal-oriented approach, allows us to compare how well the company has fulfilled the goals set initially. The list of such goals usually boils down to the following" [2, 4]:

- leadership in the fight against competitors;

- prevention of major financial failures and bankruptcy;

- profit maximization and cost minimization;

- increase in economic potential and rate of profitability, etc.

It is advisable to consider the problems of the efficiency of the service sector using a systematic approach. A systematic approach involves the establishment of different criteria and indicators for different levels of management and a certain hierarchy of goals and, accordingly, performance (effectiveness) criteria proposed by the author S.S. Abramov [2, 3], I.V. Kononova [16]:

- *The relevance of services*, i.e. modernization of services (improvement of the material and technical base, equipping of visitor service areas with modern equipment, expansion, optimization of pricing policy, etc.);

- *The mass availability of services or increased availability of services for various categories of citizens;*

- *The appreciation*, and support of events that contribute to the growth of the prestige of the service sector, organization of public relations events, sponsorship;

- *The stability*, preservation of "good traditions", development of personnel;

- *The effectiveness*, the improvement of financial and economic activities in the service sector.

The methodology for evaluating the socio-economic efficiency of the provision of services includes a number of key indicators, which are reflected in figure 2. In accordance with the said in figure 1, the indicators of socio-economic efficiency are determined through an increase in the physical volume of services rendered, a decrease in total costs, an increase in the number of visits to organizations, and other criteria.

Indicators of socio-economic efficiency of the service sector	Macroeconomic level	
	The share of the service sector in the formation of GDP. The number of deductions to the federal budget in the form of taxes. The amount of the paid wage fund	
	Meso-economical level	
	<i>branch sector level</i> Increase in the material capital of enterprises industries. Increase investment in the industry. The dynamics of the creation of new enterprises	<i>Region level</i> The share of the service sector in the formation of GRP. The number of new jobs created. The number of small enterprises created. The number of contributions to the regional budget.
Microeconomic level		
Evaluation of the effectiveness of implemented investment projects. Increasing the profitability of activities. Improvement of the material base. Growth in the number of consumers		

Fig. 2. Indicators of socio-economic efficiency of the service sector
Source: Compiled by the authors based on [2]

The indicators of social efficiency indicate the quantitative side of the achieved social goals, such as the emergence of additional services, changes in the consumer price index, improving the quality of life, reducing unemployment, increasing fertility, and reducing mortality [1-3].

▪ The socio-economic efficiency of the service sector should consider the following indicators:

▪ The size of the wage fund for employees of the enterprise, including social contributions; the number of employees of service sector enterprises;

▪ The number of tax payments to budgets of different levels made by the enterprise providing services;

▪ The profitability of service sector organizations.

The sectoral development of the service sector can be reflected by the following indicators:

▪ The average monthly accrued wages;

▪ The profitability of organizations;

▪ The turnover per employee;

▪ The share of profitable organizations;

▪ The share of small enterprises in their total amount;

▪ The investment activity of the industry.

In order to evaluate the economic efficiency of the service sector, in our opinion, it is advisable to introduce an indicator of the investment activity of the industry, which reflects the intensity of investment and is determined by the ratio of the amount of investment to the volume of revenue for the same period [1]:

$$I_A = \frac{I}{V} \times 100\% \quad (1)$$

where I_A - is the investment activity of the industry; I - the total volume of investments in the industry for a certain period; V - the amount of revenue from sales in the industry for the same period.

For the convenience and speed of comparison of the above indicators, we recommend using some

indicators of the socio-economic efficiency of the industry [2]:

$$K_{sej} = \sum_{i=1}^n V_i \frac{P_{ij}}{P_{Spi}} \times 100\% \quad (2)$$

where K_{sej} - a complex indicator of the socio-economic efficiency of the industry; $i = 1 \dots n$ - the studied indicators; j - the index of the branch of the national economy; V_i - the coefficient of the significance of the i -th indicator, a fraction of a unit; P_{ij} - the analyzed indicator reflecting the social or economic effect in the industry; P_{Spi} - the average value of the indicator for all industries.

It should be noted that the set of studied performance indicators can be expanded at the discretion of the experts, depending on the objectives of the study. The significance of each indicator is assigned in the opinion of experts and is based on their theoretical knowledge and practical experience.

Let's analyses the indicators for the regions of the southern federal district for 2016-2019. The data for analysis is presented in table 3. From the data in the table, it can be seen that the leaders in the development of the service sector in the Southern Federal District are the Krasnodar Territory and the Volgograd Region. To obtain more accurate results, we calculate a complex indicator of the socio-economic efficiency of the region using the formula (2). In this case, indicator j is the region of the southern federal district.

The significance of the indicators will be determined by the following values:

▪ The share of household spending on services $V1$, % - 0.2;

▪ The cost of paying for services per capita $V2$, rub. / person - 0.2;

▪ The share of those employed in the service sector in the total population $V3$, % - 0.2;

▪ The share of the service sector in the GRP of the region $V4$, % - 0.4.

Table 3. Analysis of the socio-economic efficiency of the service sector in the regions of the southern federal district on average for 2016-2019

Indicator	Studied regions					
	Adygea	Kalmykia	Krasnodar	Astrakhan	Volgograd	Rostov
Share of household expenditures on payment for services, %	22.7	18.6	23.2	20.9	27.1	26.6
Expenditure on payment for services per person, rub./pers.	13,581	9,978	31,407	21,581	31,856	22,878
Share of employed in the service sector in the total population, %	18.4	20.2	23.7	23.3	25.3	25
Share of the service sector in the GRP of the region, %	14.1	12.6	17	12.6	16.4	15.3

Source: compiled by authors based on S.S. Abramov's research [1, 2]

The results of calculations using the proposed method show that higher development and efficiency

in the service sector are observed in the Volgograd Region and the Krasnodar Territory. The Rostov

region immediately follows the leaders and is in third place. This indicates the need to pay more attention to the development of the service sector in the region. The measures that contribute to the development of the regional service sector include the following: stimulation of innovation and investment activities in the industry; ensuring the availability of all types of services in terms of territorial location, modes of operation, and methods of service; application of a differentiated approach to pricing, taking into

account privileged categories of the population; creation of a network of municipal agents providing services to vulnerable groups of the population, etc. Based on what has been said and based on the ongoing processes of digital transformation of the socio-economic life of the country, an important point is the identification of technological models for improving the efficiency of the organization of the service sector [5, 27].

<i>Objective</i>	To increase the efficiency of public services (systems of tourist and recreational recreation, medical rehabilitation, etc.) and the formation of conditions for the attraction and effective use of all types of resources from service
<i>Tasks</i>	Improving the infrastructure of public service facilities in the service sector and on an innovative basis to form effective management and financing mechanisms for public service sectors.
<i>Terms and stages of implementation</i>	Implementation of the program for the near future in two stages: <ul style="list-style-type: none"> ▪ testing in pilot regions; implementation of a set of measures for the development of the recreation system, rehabilitation of children provided for by the Model program; ▪ implementation of model innovative programs to improve the quality and availability of services, considering the specific features of recreation organizations, health improvement, etc.
<i>Expected results</i>	Improving the quality and accessibility of services in the field of recreation and health improvement of the population. Quantitative indicators of the expected results of the implementation of the Model Program, measured in percentage or numerical terms.
<i>The basis for the development of the</i>	Decree of the President of the Russian Federation No. 761 dated June 1, 2012 "On the National Strategy of Actions in the interests of children 2012-2017"
<i>Implementation mechanism</i>	The measures of the Model Program can be implemented at the expense of federal and local budgets, and funds of economic agents. Implementation of the Model Program, and on its basis, approval of the list of specific measures for financing the service sector.

Fig. 3. A model program for the development of the service system and population improvement in the service sector
Source: compiled by authors based on [9, 27]

A comprehensive methodology for evaluating the effectiveness of the provision of services by enterprises whose activities are regulated at the regional level should be included in the quality management system and be an indicator for evaluating the effectiveness of management. Improving the socio-economic efficiency of the service sector will ensure the growth of the following indicators for a particular region: regional gross product; tax revenues to the budget; wages of the self-employed population; employment of able-bodied people.

From all the above, it must be said that the coronavirus pandemic was a serious problem on the

path of active socio-economic development of the service sector: many enterprises engaged in the service sector could not cope with the crisis caused by COVID-19, since the services provided by hairdressers, beauty salons, and catering could not be implemented in an online format, as, educational services. As a result, the demand for them decreased by 70% [12], which led to an increase in the number of unemployed. Thus, in May 2020, the unemployment rate among representatives of the service sector reached its maximum value of 6.1% [12].

Conclusion. The development of the service sector generates the need to assess its socio-economic

efficiency. As for the problems of its assessment, a certain methodology is proposed, using indicators that allow for a comprehensive analysis of the socio-economic efficiency of the activities of service organizations. And, on the example of some regions of the Southern Federal District, conclusions are drawn and the need for measures to promote the development of the service sector is substantiated:

- The level of development of the service sector reflects the level of development of the country and its economic potential. The service sector needs to be improved, which means developing and implementing, on an innovative basis, programs that stimulate the creation of modern service organizations.

- The location of service enterprises is influenced by economic, socio-demographic, natural, technical, regulatory, and technical factors.

- The category of socio-economic efficiency includes two components: economic efficiency and social efficiency.

In modern practice, changes in the service sector are either extensive or intensive. These areas of change are not accompanied by the formation of a new potential of service sector enterprises, focused on future transformations of value orientations and consumer preferences, which are possible only through innovative activities. The latter provides enterprises in this area with a stable position in the market throughout the entire life cycle of goods and services, allowing for flexible manoeuvring in the provision of services to consumers in a situation of uncertainty. We are talking about a constantly updated process of transformation of the service sector.

This process, in our opinion, is multifaceted and includes issues of strategic planning and management, activation of scientific research, marketing, organizational design of the service sector, and the formation of a team of performers whose activities are innovative. It can be said that the innovative process of forming the service sector is adequate for the consumer market when there is an understanding of the causes, significance, and necessary direction of innovations, their scope, degree of novelty, the specifics of the life cycle structure, the depth and scale of changes, as well as differences in meeting needs. in certain segments of the consumer services market.

As a result, innovation activity can be characterized as the activity of implementing in industries, organizations, and the economy a wide range of innovations related to:

- the production of new products and services;
- the application of new technologies and/or development of new equipment; the use of new sources of resources;

- the introduction of new forms and methods of organizing production, labour, and management;

- The exploration or development of new markets.

Consequently, innovation activity acts as organizational and managerial support for the implementation of all stages of the product life cycle. The scope of innovation management tasks is expanding and involves providing marketing support for innovation and managing the intellectual property being created, organizing investment in innovation, and overcoming resistance to change on the part of the staff. All this requires the formation of a methodological and practical justification and the development of adequate tools. Underestimation of the features of innovation activity and insufficient development of theory and methodology in the service sector have led to a significant decrease in the efficiency and effectiveness of innovation, which often affects the competitiveness of an organization.

Thus, the organization of the innovative activities of enterprises representing the service sector should ensure, firstly, the achievement of a common vision of the supply of services in the consumer market; secondly, the definition of strategic priorities in the transformation of this area; thirdly, the development of a strategy for the activities of enterprises in the long term; fourthly, the creation of a communication system focused on the implementation of services; fifthly, the formation of innovative personnel with the definition of areas of responsibility for the results of work; and sixth, the introduction of the system controlling the processes of services in the consumer market.

One of the main trends in socio-economic development is the growing importance of the service sector. In order to build an effective competitive environment in which it is advisable for economic agents to consider their organizational and economic characteristics, rely on their competitive advantages, develop them, and use modern digital technologies. Of course, the organizations of the Russian service sector win and hold their positions in different ways. In order to compete more successfully with the leading tourist countries, the Russian service industry should not only make more extensive use of national advantages but also develop the domestic market for digital, information, and telecommunication services, which will allow many Russian organizations to more effectively carry out their activities online.

In our opinion, the implementation of the selected areas will create conditions for the expansion of the service market and strengthen the competitive position and advantages of service enterprises.

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