

Ways to Increase the Efficiency of Service Enterprises

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Abstract: This article discusses ways to increase the efficiency of service enterprises in the digital economy. In addition, in the digital economy, there are ways to modernize service enterprises, attract new innovations to the industry, and increase the efficiency of service enterprises.

Keywords: digital economy, digital business, service, efficiency, material resources.

Introduction. The main purpose of the transition of our country to modern market relations is, first of all, to create decent living and working conditions for people. For this reason, in recent years, taking into account the positive experiences of developed countries, the foundations of a new society are being created in the country through digital economic, deep democratic and political reforms. It is planned that these works will be gradually transferred to the digital economy in our country.

Recently, the concept of "digital economy" has been used many times. Indeed, in many developed countries, the digital economy has had a significant impact on their development factors. The digital economy is an important factor in the life of society. At a time when the concept of digital economy was relatively recent, it was discovered in 1995 by Nicolas Negroponte, a scientist at the University of Massachusetts. The scientist spoke about the changes that may occur in the transition from the old economy to the new economy, following the intensive development of information and communication technologies.

Literature review. This term is approached differently in different sources. According to Sh. Soatova [1]: She described the digital economy as a system of economic, social and cultural communication based on the use of digital technologies. Sometimes it is also represented by the terms internet economy, new economy or web economy.

As a result of our research, the digital economy [2] is a business activity in which the main factor in production and services is data in the form of numbers, which can be used to process large amounts of information and analyze the results of various types of production, services, technology, devices, storage, delivery of products to implement more efficient solutions than the previous system.

Analysis and results. E-commerce, internet banking, electronic payments, internet advertising and, at the same time, internet games are considered to be the main elements of the development of the digital economy. Thanks to the development and application of information technology, many conveniences are emerging in our daily lives. With the development of digital technology, a person can use the service he needs faster, save a lot of money by buying the products he needs cheaply via the Internet.

Other advantages of the development of the digital economy can be:

- increase of labor efficiency in production;
- growth of competitiveness of companies;

- reduction of production costs;
- creation of new jobs;
- emergence of new modern professions;
- Overcoming poverty and eliminating social inequality.

These are just a few of the advantages of the digital economy. The development of the digital economy will have a positive impact on our daily lives, providing many additional opportunities to the average user and, moreover, can ensure the growth and development of the market.

In the digital economy, enterprises will be able to make economic, social and cultural connections based on the use of digital technologies. In a digital economy, businesses do not have to start from scratch. In this economy, it is possible to increase the efficiency of the enterprise by creating new technologies, platforms and business models and introducing them into everyday life.

The digital economy significantly increases the efficiency of the enterprise, eliminates corruption in the enterprise. Because numbers seal everything, store it in memory, and provide information quickly when needed. In the digital economy, the service sector, like all industries, is developing significantly.

The service sector [3] — is the sum of the various sectors of the national economy related to the provision of services. It has a social character: it offers its services not only to the population, but also to legal entities. The services provided to the population are social services.

In our view, service is the movement of people to benefit people with goodness, kindness.

The activity of service enterprises depends on the provision of the necessary material resources. They must be in sufficient quantity, ie in the prescribed normative amount. Therefore, the organization and management of material resources play a special role in improving the efficiency of service enterprises.

In the transition to a new market economy, any enterprise pays special attention to the economical use of material resources to achieve its main goal. Because, as a result, they are able to increase their profits and, as a result, increase the level of profitability.

Each element of the material resources used in the service process is of great importance. In some cases, the lack of any element of the material resource limits the ability to serve consumers, and in some cases leads to a complete cessation of business activities. By comparison, the scope of service is also limited if the objects of labor do not have electricity and so on.

It should be noted that the implementation of the service plan in enterprises depends on the reduction of the cost of services, increase in profitability and profitability, their provision with a certain range and quality material resources. Therefore, in order to ensure the effective development of their activities, enterprises pay special attention to identifying and meeting their needs for material resources based on long-term business plans.

Provision of material resources in a timely manner, in the required quantities and in the prescribed quality and uniformity, as well as their rational use, ultimately has a comprehensive impact on the economic development and growth of enterprises.

In the digital economy, special attention will be paid to strengthening control over the use of material resources, combating homelessness, reducing the share of material costs in the cost of services. In particular, the correct and economical use of material and labor resources is an important factor in the further development of the national economy, increasing the material well-being of the population.

In order to increase the efficiency of service enterprises, it is necessary to modernize enterprises, develop proposals to determine the technical-technological, economic level of enterprises in order to introduce innovations, pay attention to product quality and advertising. The study of issues of improving the efficiency of service enterprises allowed us to draw the following conclusions:

1. Service (including service) is an important form of economic activity. It has a tangible and intangible appearance and is an activity aimed at meeting the needs (within the limits of demand) of the population and legal entities.
2. The service as an economic category reflects the economic relations that arise in meeting the needs (requirements) of individuals, enterprises, organizations and institutions for tangible and intangible services.
3. One of the important directions is the development of the service sector in Uzbekistan, improving the quality of services provided to the population, meeting its various requirements.
4. Profit in service enterprises occurs when a new value is created in the process of servicing. The added value in the newly created value order will be the main source of profit. The profit generated in the process of servicing is in the form of the difference between expenses and income received after the service.
5. In the analysis of the provision of enterprises with material resources and their effective use in the digital economy, it is necessary to pay attention to the following:
 - ✓ determining the level of provision of enterprises with the necessary material resources;
 - ✓ determining the volume, complexity, quality and integrity of the supply of material resources to the enterprise;
 - ✓ determining the timeliness of inter-enterprise contracts for the supply of material resources (creation of an electronic platform for this);
 - ✓ verification of the accuracy of the established logistics plan;
 - ✓ calculation of transport preparation costs;
 - ✓ determining the indicators of efficient use of materials and quantifying their impact on the volume and cost of services provided;
 - ✓ Identification, analysis of unused internal resources, etc.

Conclusion. As a result of the above considerations and research, it can be concluded that one of the main tasks facing enterprises today is to achieve the desired results through the proper organization and efficiency of marketing activities in service enterprises, which are necessary for the economy of our country.

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