
INNOVATIVE INDICATORS FOR THE DEVELOPMENT OF THE POTENTIAL OF SERVICE ENTERPRISES

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Abstract. In this article, the socio-economic is more vital issue of increasing the labor potential through the effective use of labor resources in service enterprises, the manifestations and components for the labor potential, the criterias and indicators of increasing the efficiency of the use of labor resources are classified, and the main directions of the increase of the labor potential are researched.

Keywords: quality of service of enterprises, labor resources, labor potential, criteria, indicators, labor process, labor productivity, labor resources.

Introduction. With the development of service activities in the economy, the approaches to assessing its effectiveness have not only changed, but the benefits of labor resources in the service sector began to acquire special importance to increase the efficiency of work.

Economic relations are arising on the basis of the economic reforms carried out in our republic created opportunities for the development of the service sector. At the present stage of development of our economy, the requirements for the increasing of quality services.

The service sector, in essence and content, includes various manifestations and directions of human activity and it is associated with the creation of conditions for the development of human capital, which are associated with ensuring the quality of modern life, as well as ensuring the transition of the division of Labor to a relatively high level. In this process, increasing the efficiency of the use of labor resources in the industry is a particular importance and also socio-economic importance.

Therefore, in the new Uzbek development strategy for 2022-2026, "reducing the share of the hidden economy in the service sector by 3 times. Providing additional benefits to business entities in the industry in order to increase the attractiveness of the services sector" has been defined as an urgent task.

On the other hand, for the management of labor resources at service enterprises, it is especially important to identify the mechanism of action of each of the components of the employee's Labor potential and develop a system of interconnected measures and that affect the full use of his reserves.

Analysis of literature on the topic. Fundamental research of problems related to the development of service economy, economic growth, sustainable development of the service sector, improving the quality and competitiveness of services, effective use of production factors in the service process, increasing social and economic efficiency, development of modern service sectors, increasing labor productivity, innovative development of the service sector Keynes J.M. [6], Marshall A. [10], Hacker K., Render B., Russell R., Sniper R. [9] illuminated in the ages.

Socio-economic significance of the development of the service sector, description and classification of services, mechanisms for increasing socio-economic efficiency in service enterprises, effectively use of Labor-personnel labor in enterprises, increasing labor efficiency and productivity, ensuring service intensity, full satisfaction of consumer demand by improving the quality of services in service enterprises, factors and features of the development of Service, Artikov Z.S. [2], Belyaev K. K. [4], Teplisky V., Kostyukovsky Yu. [18], Rubs, And N.V. [16], studied in the works of Lars.

It is necessary to develop the main criteria for social and economic indicators of increasing the efficiency of the use of labor resources in service enterprises. Of particular importance is a scientific study, the assessment of these factors on the basis of qualitative and quantitative indicators, the determination of the influence of each of these factors on the growth of industries and sectors of the economy.

Research Methodology. In the research process, a dialectical and systematic approach to the study of economic systems and proportions for increasing labor potential in service enterprises, a comprehensive assessment, comparative and a comparative analysis, a statistical and dynamic approach, and grouping methods were used, and a classification of criteria and indicators was developed representing the effective use of labor resources in the service sector.

Analysis and Results. Part of the people in the reciprocal movement want to receive material goods in order to satisfy many of their needs, while others satisfy the needs of people on the basis of the provision of certain services. The main goal of such a relationship is not to create material goods, but to more fully satisfy the ever – growing needs of people. Although service activities are embodied in items (material goods), it is considered the product of useful labor consumed directly in the process of Labor.

Taking into account the above, service activities are focused on the mining of material, socio– material, educational requirements and needs of the population, social groups, enterprises and organizations on the basis of service in various forms and directions. It is an activity carried out with the direct or indirect participation of consumers in achieving the final results.

When studying the effectiveness of social production in economic sectors, it is of great importance to correctly understand and calculate its criteria and indicators.

Currently, for a comprehensive in-depth study and understanding of social and economic efficiency in the service sector, it is necessary to develop its criteria and indicators separately. But there is no opinion in this that the criteria and indicators of social and economic efficiency are not interconnected. On the contrary, they are inextricably linked and necessitate each other, complementing.

In the service sector, when economic efficiency is not qualitatively calculated and measured, it is impossible to carry out the established work on its regular increase.

Achieving high efficiency on the basis of the full and high-quality implementation of the provision of services to the population with the effective use of material, financial and labor resources at service enterprises is the main criterion for the effectiveness of service activities.

In service enterprises, like certain sectors of the economy, efficiency criteria and indicators are divided into criteria for 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. When economic efficiency is not qualitatively calculated and measured, it is impossible to carry out the established measures to increase it regularly.

Growth in economic efficiency any form of production is an objective law of development, since the development of society requires an increase in the fund to carry out extended reproduction of an increase in the volume and quality of products produced and a decrease in the costs of production and treatment. The fundamental essence of economic efficiency consists in the result obtained per unit of spent resource. As you know, the results and costs summarize the main aspects of the reproduction process the trading enterprise is interested in achieving high results, while making low handling costs. This network is a general economic principle of the process of gross production and circulation, and comes to the field as a law that increases the efficiency of activities, which consists in a causal relationship between the use of resources and its results.

In the context of the development of market relations, the effective use of labor resources in service enterprises the implementation of its social aspects in the process of production and service is also of great importance.

Labor potential was interpreted by most scholars as a concept, and some viewed it as a socio-economic category. A number of researchers, having analyzed it more widely, recognize it as a complex, multifaceted socio-economic category, differing in socio-economic content in the categories of "labor resources", "labor force". Those who interpret Labor potential as an economic category express Labor potential as a social form in the form of production relations in which the formation, progress of labor collectives and individual servants, as well as the practical use of the capabilities of the human person, are realized.

Labor potential is the Real and potential opportunities of the balance of socio-economic development of the country, providing a high effect on social Labor, expressing the possibility that all citizens who are able to participate in the labor process, along with quantitative indicators, have a combination of quality indicators affecting their production activities, as well as factors representing their effective use.

As soon as the labor force ceases to operate, the economic inactive again moves to the population category, but remains in the structure of the resource. Therefore, the labor resource differs from the Labor potential in the possibility of participation in many productions with its service.

The initial structural formation unit of the analysis of Labor potential is the employee labor potential, which at some higher structural levels is considered the basis of the formation of Labor potential.

Employee cocktail potential the result on the performance of tasks in the worker's production activities generates total physical and intellectual abilities for self-improvement in achieving high results and solving new issues as a result of the change in production in cocktail activities.

Conclusions and suggestions. Today, the competitive struggle between subjects engaged in traditional and modern types of services is gaining momentum. The reason for this is the increase in the number of individuals engaged in the provision of paid services. At the same time, the strengthening of the competitive struggle between service entities makes it necessary to increase the

efficiency of the use of employed labor resources in this area, as well as the organization of employee labor on a scientific basis.

In the process of modernization of the economy, the main attention should be paid to the effective use of the Labor potential of society, labor resources at the meso and micro levels.

For the effective use of labor resources in service enterprises, it is necessary to carry out the following activities:

- A. Ensuring the balance of jobs with available labor resources in terms of quantity and quality;
- B. Creation of impressive ways to grow the volume of production or service of labor resources on the basis of their participation in labor activity;
- C. Improvement of conditions and forms of employment in labor;
- D. Increasing the qualitative aspects of the use of labor resources;
- E. Growing the professional-qualification level of labor resources.

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