

Results and Paths of Development of Homework Activities

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Abstract: This article explains the development of small and private forms of entrepreneurship in the service sector, which, unlike other sectors of the economy, require less labor and relatively low capital investments at the initial stages. It highlights the rapid adaptation of the business to changing conditions, the flexibility of the management system, the sensitivity to changing the type of activity in response to changes in market conditions, and the level of demand for a particular service in certain markets.

Keywords: home economics, service, type of activity, social, economic, technical, marketing, information, legal, enterprise, micro-firm, services.

Introduction

In the service sector, home-based activities play an important economic role. First of all, this sector makes a significant contribution to employment. Home-based activities create jobs and greatly contribute to ensuring employment. In particular, the role of home-based activities in the development of small and medium-sized businesses is invaluable.

Home-based activities also contribute to the growth of the local economy by providing various services. For example, construction, repair, design and other home-based activities create convenience for the population with their services and satisfy consumer needs. This, in turn, contributes to the development of the business environment and allows for the creation of new innovative services.

Economic and social indicators play an important role in assessing the results of home-based activities. First of all, home-based activities create many new jobs, which helps to increase employment. Secondly, the high-quality services provided by home-based businesses are highly valued by consumers, which ensures their business success.

In addition, in the development of home-based businesses, it is necessary to use new technologies, study international experience and create innovative services. Services in the home-based business sector can be further improved through new opportunities and approaches. For this, it is important to organize the necessary advanced training courses and trainings for home-based businesses, as well as familiarize them with modern technologies.

Home-based business is of great importance not only economically, but also socially. Through this activity, the value of labor in society increases, especially home-based businesses

that have mastered their craft and are highly qualified in customer service are respected in society. The social significance of home-based business is that this activity serves to ensure social stability, and also opens up personal development and creative opportunities.

In the service sector, home-based activities contribute to the preservation of national traditions, the development of culture, and the development of folk crafts. In many regions of Uzbekistan, home-based people continue their traditional crafts and teach them to new generations. At the same time, home-based work also helps to preserve the national values and identity of the people.

One of the important features of the development of modern civilization at the present stage is that the dynamic development of the service sector has become a global trend characteristic of the national economies of most countries of the world. Analysis of macroeconomic indicators made it possible to determine that similar trends are observed in the Republic of Uzbekistan. During the years of independence, the service sector in Uzbekistan has developed rapidly. The rapid development of the service sector in the republic is one of the priority areas of the Strategy of Actions in the five priority areas of development of the Republic of Uzbekistan for 2017-2021 [1].

A special State Program for the Development of the Service Sector "State Program for the Development of the Service Sector in 2016-2020" has been adopted and is being successfully implemented. As a result of the systemic reforms carried out, it is noteworthy that "the share of the service sector in the GDP of our country increased from 33.8% to 37.8% during 1990-2019, as well as the share of the population employed in the service sector in the total number of people employed in the economy increased from 35.6% to 50.5%" [2]. At the current stage of socio-economic development, the role of the service sector in Uzbekistan in solving such urgent tasks as "...reducing unemployment among the population, increasing the income of individuals and families" [3] is incomparable.

Today, the rapid development of the service sector is causing a legitimate increase in the interest of the business community in this area. In the economy of Uzbekistan, the service sector is also becoming a priority object of applying entrepreneurial potential, which allows us to talk about the emergence of a new economic entity - service entrepreneurship. A service entrepreneur, possessing creative abilities, original thinking and high skills, is able to provide unique services, aimed at a specific target group of customers. With a qualified approach, the various types of services offered mean the effective and economical use of social resources to meet the growing needs of society. In general, the effective operation of service enterprises contributes to an increase in the quality of life, the emergence of various forms of ownership, and the formation of a middle class.

Materials and methods

The service sector is interpreted as a set of services of a social, economic, technical, marketing, information, legal and other nature, taking into account the diversity and dynamics of market factors and situations.

Entrepreneurship in the service industry can take various forms. In most cases, they consist of: creating new formats of enterprises that correspond to changes in the market infrastructure, creating new business models, services or products, offering unique forms of customer service, determining a strategy for the development of the labor market, creating new marketing technologies, etc.

The service sector covers various sectors and areas, the number of which is growing rapidly due to the emergence of new types of services. Also, the number of business entities of

all organizational and legal forms is increasing: individual and private enterprises, limited liability companies, including open and closed joint-stock companies, non-profit organizations, state organizations, educational and cultural institutions [4].

One of the changes taking place in the service sector at the present time is the increase in the number of small and private business entities in the sector and the expansion of their types of activities. This is due, on the one hand, to the fact that the service sector, due to the influence of objective and subjective factors, is very attractive for small and private business activities. On the other hand, the development of small and private entrepreneurship in our republic is one of the priority areas of socio-economic policy and therefore is developing at a high pace. The rapid development of small and private entrepreneurship in the service sector contributes to increased competition in the sector, an increase in the types and quality of services, and most importantly, to a decrease in the cost of services and an increase in demand for them, as well as an increase in the ability of the general public to use services, and finally, to an increase in the efficiency of the service sector. Small businesses can quickly adapt to changes in market demand, quickly change types of services, use resources efficiently, and change production in a short time and without significant losses.

Service enterprises that use these advantages of small business are more competitive than material production enterprises. The development of small business is one of the most important factors in the high profitability of the service sector.

Analysis of statistical data showed that in 2019, there were more than 121 thousand small enterprises and micro-firms in the service sector in the Republic of Uzbekistan. They account for about 44.1% of all small enterprises and micro-firms [5.43].

As part of the implementation of the service sector development program, as a result of the provision of large amounts of preferential loans to business entities for the technological equipment of newly established service enterprises, the share of small businesses in GDP increased from 38.2 percent in 2005 to 56.5 percent in 2019. The share of market services in the total volume of production was 52.1 percent in 2019 [6].

It is difficult to imagine the economic development of the republic without the rapid development of the service sector. Therefore, the Strategy of Actions on the five priority areas of development of the Republic of Uzbekistan for 2017–2021 pays special attention to this issue. The activities implemented within the framework of the program are aimed at further facilitating the conditions for doing business in this sector [7].

In the process of implementing the main tasks and directions of the program for the development of the service sector, the volume of market services increased by 2.7 times in 2010–2016, reaching 92.5 trillion soums. The volume of services provided per capita during this period increased by 2.3 times and amounted to 2.9 million soums. [8]

Subjects of entrepreneurial activity are very specific for the service sector, they are also engaged in non-profit activities aimed at satisfying social-charitable, cultural-educational and other socially useful needs.

In this context, when defining the quality of service, it is necessary to pay attention to satisfying not only the economic, but also the social needs of consumers. If we proceed from this theoretical conclusion, the quality of service can be defined as follows: Service quality is understood as a set of flawless services aimed at fully satisfying the needs of society (people, enterprises and the state) for services at a high level and bringing them material and moral benefits at low costs.

Results and discussion

The service sector, as a component of the economy, is included in the general system of economic relations and is subject to general economic laws. However, at the same time, the service sector has its own characteristics in terms of the functioning of the branches of the service sector, the organization of the production process in them, the delivery of its final results to consumers, and other aspects. In our opinion, these characteristics are clearly reflected in the implementation of entrepreneurial activity in the sector.

The features of entrepreneurship in the service sector are that the consumer plays the main role in it, all the services produced by the service entrepreneur are directed to the consumer, since the efficiency of the work of service enterprises (unlike the production of goods) is determined, first of all, by the criteria of external efficiency - the requirements of satisfying a specific consumer in the right place, at the right time and in the necessary volume and set of services, at the required level of quality.

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

Firstly, the service sector, in comparison with the material production sector, is less dependent on raw materials and basic materials. At the same time, its large production funds (housing and communal services, tourism and sanatorium-resort treatment) are designed to use natural resources on a large scale.

Secondly, there is a diversity of types of services and their different impact on them of scientific and technical progress (technical progress does not have a significant impact on the services of a hairdresser, waiter, masseur and remains unchanged for hundreds of years).

Thirdly, the nature of services is often based on the personal relationship between the producer and the consumer, that is, in the process of providing services, a person directly affects another person [9].

This directly determines the importance and necessity of high-quality labor resources. In most service industries, the level of employee education and professional, qualification level is determined by the creative, intellectual content of their work.

Fourth, as customers of services, consumers themselves often form the resource base, since they act as direct participants in the service production process. For example, when receiving medical services, the consumer must provide the necessary information, formulate the problem, in a number of cases discuss possible solutions with specialists, and finally, directly implement and obtain the result.

In addition, in order to influence the offer of services and adapt to changing demand, to ensure quality service, the management of the resource potential of the service enterprise also involves the role of consumers as an adjunct to the service enterprise (introduction of self-service).

Fifth, an important feature of the resource function in the service sector is the high rate of turnover of entrepreneurial capital [10.39].

In order to determine the directions of development of the service sector, it is very important to identify and classify the group of factors that affect its quality at the present stage[11]. Factors that affect the quality of services include social, economic, political, environmental, information and technical, etc. These factors require changes in the economic environment and determine the directions and opportunities for entrepreneurial initiatives for the enterprise, the industry and the economy as a whole. The service sector, as part of the economic system, relies on the influence of relevant laws[12]. The analysis of the characteristics of the development of entrepreneurship in the service sector in the country allows us to highlight the

areas of need for the development of small and medium-sized forms of entrepreneurial activity in the service sector that are significant for our national economy.

Conclusion

In the service sector, home-based activities play an important role not only economically, but also socially. This activity is of great importance not only for creating jobs, but also for preserving national culture and traditions. The development of home-based activities and the increase in the provision of quality services, in turn, help ensure the well-being and economic stability of society. Therefore, the development of home-based activities and attention to it are one of the important tasks of today.

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