

## IMPROVING SERVICE ORGANIZATION MANAGEMENT

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### **Abstract:**

**The purpose.** *One of the most important laws of economic development at the world level is the interdependence of economic growth and the ever-increasing role of services in the national economy, which is explained by the increase in the share of labor, material and financial resources used in the service sector. Therefore, it is planned to apply the foreign experiences of managing service organizations in our country to the enterprises of our country.*

**Methods:** *The article distinguishes the spheres of activity of service organizations and provides brief definitions and characteristics of each sphere of activity. In this article, it is intended to analyze the content with a proper approach to its essence.*

**Results.** *Improving the efficiency of service organizations by improving management, forming the skills of a clear approach to research through the correct interpretation of the content of service industry networks.*

**Summary.** *In conclusion, this article provides the experience of foreign countries in improving the management of service enterprises, and it would be appropriate to use the information presented in this article in the analysis of the activities of enterprises operating in the service sector.*

### **Keywords**

*service management, effective management, project, optimal management, integrated criteria, consulting services.*

### **Enter.**

The development of the service sector is the driving force of the economy of the post-industrial society.

One of the most important laws of economic development at the world level is the interdependence of economic growth and the growing role of services in the national economy, which is explained by the increase in the share of labor, material and financial resources used in the service sector.

With the development of society and the growth of production forces, a certain development of the service sector takes place. This, in particular, is the

increase in employment in the field, the increase in the technicalization of labor, and the introduction of advanced technologies.

Currently, the role of the service sector, which is one of the important sectors of the economy, is very large and important. This is related to the complexity of production, the filling of the market with goods based on daily and personal demand, and the rapid growth of scientific and technological progress that renews the life of society.

All this cannot be done without information, financial, transport, insurance and other services. In addition, services are an integral part of the sale of goods (especially technically complex), since the sale of goods requires a developing network consisting mainly of services provided at the time of sale and after-sales services.

The creation of new enterprises and organizations, as well as the use of innovative technologies by existing enterprises and organizations and the expansion of the list of provided services will help to increase the number of jobs and increase the welfare of the population in the future <sup>78</sup>. Generalized category that includes the reproduction of various types of services provided by enterprises, organizations, and also individuals. In other words, it is a branch of the country's economy that specializes in trade, professional and household services. Services are the result of production activities that change the situation of consumers (legal entities and individuals) or facilitate the exchange of goods, services or financial assets. The characteristic feature of the service is that the service performance and its consumption coincide at the same time.

Definitions of service types:

**Volume of produced (provided) services** is the value of market services provided by all service producers (legal entities and individuals) who specialize in the production of services and whose main activity is service provision.

**Payments for services by consumers** can be made in cash, including plastic cards and money transfers, electronic payments and electronic money.

**The services provided to non-residents** (if the services are provided in soums on the territory of our country) are determined according to the contract prices recalculated by the Central Bank of the Republic of Uzbekistan at the fixed exchange rate of the soums on the date of payment for the services.

<sup>78</sup><https://stat.uz/uploads/docs/Uslugi-za-avgust-uzb-okon-20.09.2019.pdf>

**Electronic payments** - making non-cash payments through electronic payment documents using technical means, information technology and information systems services.

**Communication and information services** include services in the field of communication, including the transmission of voice data, images and other information streams using telephone, telex, telegraph, radio broadcasting, e-mail, satellite, facsimile, etc.

**Financial services** are provided by the Central Bank, commercial banks and other financial and credit organizations . This group of services includes financial intermediation services of banks (financial leasing, lending), including remote banking services (internet-banking, mobile-banking), financial intermediation of investment funds and other financial organizations, financial markets (stock and currency exchanges) assistants. includes financial intermediation and other financial services. The volume of financial services is taken into account by the interest income received through financial intermediation ( in the amount of payment for them), as well as the fee for the services of a financial institution for granting loans or keeping deposits.

**Transportation services include cargo and passenger transportation activities** in all types of transportation , as well as auxiliary services in transportation, including logistics services.

**Lodging and catering services include** the provision of short-term accommodation, such as hotels, motels, motels and other lodging facilities, and services provided for the delivery of food and beverages.

**Trade services** include wholesale and retail services combined, as well as intermediary services sold on the basis of contracts for the sale of goods for the benefit of another person, commission or agency contracts, and repair services of cars and motorcycles .

**real estate services** , personal, business or operational management of the enterprise, as well as income from the rental of leased real estate , this activity is reflected regardless of whether it is the main activity of the organization or not.

**Services in the field of education include commercial education in state institutions of higher** , secondary, special, vocational, general education, pre-school education, as well as radio and television, Internet channels and postal communications. covering what level of private education and study of the desired profession.

**Services in the field of health cover** comprehensive services provided by inpatient hospitals, polyclinics, dental facilities and medical laboratories on a monetary basis.

of **rental services** is defined as the amount of income received from the rental of machines and equipment without operators, and the rental of household appliances and personal items.

**services in the field of architecture, engineering research, technical testing and analysis includes the cost of projects, research, construction and technological works and services** provided, as well as control over construction works and other engineering services in accordance with the requirements stipulated in the contract.

With the development of society and the growth of production forces, a certain development of the service sector takes place. This, in particular, is the increase in employment in the field, the increase in the technical equipment of labor, and the introduction of advanced technologies [1].

Currently, the role of the service sector, which is one of the important sectors of the economy, is very large and important. This is related to the complexity of production, the filling of the market with goods based on daily and personal demand, and the rapid growth of scientific and technological progress that renews the life of society.

The creation of new enterprises and organizations, as well as the use of innovative technologies by existing enterprises and organizations and the expansion of the list of provided services will help to increase jobs and increase the welfare of the population in the future. In order to effectively manage the development and operation of a service enterprise in a market economy, it must be monitored and managed.

The observability of a service enterprise should be understood as the existence of a system of evaluation indicators that allows the formation of a description of its external and internal environment, and allows making optimal management decisions in all areas of its economic activity.

Management ability of a service industry enterprise should be understood as its susceptibility to management effects produced in all areas of activity. In other words, the management system should create only such management effects, for the implementation of which the enterprise has all the necessary resources and opportunities for this.

Monitoring requirements can be fully satisfied by monitoring the production process and the environment, which is associated with the need to process a large

amount of primary data. However, it should be noted that the collection and processing of primary data is an expensive task, so the monitoring process in the enterprise should be organized effectively. To do this, it is necessary to minimize the costs according to the criterion, the minimum sufficiency of the processed information is necessary to make effective decisions.

Narrow sense, service management should be understood as the ability to manage the production process of a service industry enterprise and make optimal management decisions in the process of its interaction with customers. It is necessary to understand the choice of parameters. As such an integral criterion, it is possible to fully satisfy the interests and needs of customers while maximizing the profit received and intensively loading its economic potential.

The theory of modern management of the service sector has developed clear requirements for control: it should be fast, transparent and objective[2]. On the other hand, control should not only perform punitive functions, but also be a form of paying attention to the work of workers, a factor of stimulating their work. Finally, control must be economically feasible. In other words, the cost of control should not exceed the increase in profit obtained as a result of its organization.

Business practice strategic and operational control. Strategic control is aimed at identifying opportunities and threats, strengths and weaknesses of the external environment. This allows us to obtain features that are used in strategic planning reflecting the future state of the enterprise and its results. Operational control, sometimes called cost control, is aimed at evaluating the performance of the enterprise, and its implementation is necessary to identify deviations in the process of operational planning and plan implementation.

It is known that the starting point of the process of development and implementation of management decisions is that this process is an activity that is carried out using a certain technology using various methods and technical tools and is aimed at the necessary change of a specific problem situation [3].

According to the modern trends of national economic growth: firstly, services in the gross domestic product (GDP) are growing steadily, and this growth may reach the global level in the next decade; secondly a high share of transport services remains in the total volume of service provision ; thirdly, the increase in the volume of transport services ensures the rapid growth of other social services.

### **The service process is characterized as follows (Table 1)<sup>79</sup>**

<sup>79</sup>Morozov N.A. Economics and entrepreneurship and social and cultural service and tourism.

**Table 1**

Characters	Who or what is the object of service?	
	People	property (objects)
Tangible Tangible (Services)	<b>Human Services:</b> passenger transportation; health care; hotels; beauty salons; physiotherapy; sports clubs; restaurant kitchens; hairdressing salons; ceremony service	<b>services directed to physical objects :</b> cargo transportation; repair of technical goods; storage in warehouses; cleaning, collecting; retail; laundry and dry cleaning stations; car service; beautification of territories; waste processing
Intangible activities (intangible services)	<b>human consciousness oriented services:</b> advertising, public relations; culture; television; consultation points; education; information Technology; musical entertainment events; technological centers; religious institutions; contact	<b>Services focused on information processing :</b> Accounting; Banking services; Data processing; Insurance; Legal services; Computer programs; Studies; Stock market; Internet Email and more.

The transport system is considered an important infrastructural network, and its development serves as an important factor in ensuring the stability of the country's economy, as well as improving the development of the society and raising the standard of living of the population. The objective need to develop and systematize consulting services coincided with the beginning of the last century, and in 1913 was the basis for the establishment of the International Federation of Consulting Engineers in Lausanne, Switzerland. Nowadays , a number of national and international associations of consultants are showing their activities. Today, they are forming management consulting standards and developing a new direction of entrepreneurship.

Consulting is considered a broad concept, providing consulting services on economic, financial, legal issues to managers of state and regional structures, industry, finance, investment, trade and other types of companies and firms, management of macro and micro economy at various levels. activities of service entities can be obtained. Consulting is a type of intellectual activity, the main tasks of which are the analysis of the problem presented by the customer, as well as the solution of the problem using scientific, technical and organizational-economic innovations, and the justification of its future development [4]. Consulting deals with management, economic, financial, investment activities of enterprises, strategic planning, optimization of the general activities of companies, conducting business, studying and forecasting market requirements, studying price changes and other issues.

**Summary.** The most productive sector of the service sector for the country Tourism belongs to the service sector and is one of the fastest growing sectors of the economy. The rapid growth of tourism in Uzbekistan, having a positive effect on the economy by providing a large amount of foreign exchange earnings, not only allows the development of the country's tourism industry, but also the development of the country's transport sector, as well as increasing the service capacity, is clearly relevant. shows. With the expansion of tourism the number of enterprises, including hotels, continues to increase.

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