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FORMATION OF FINANCIAL AND ECONOMIC ACTIVITIES OF SERVICE ENTERPRISES

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Abstract: This article shows the importance of the finances of service enterprises in the current situation, the current situation, the prospects for improving the financial efficiency of service enterprises, the prospects for improving the financial efficiency of service enterprises.

Keywords: enterprise, service, financial and economic activity, investment.

Introduction

One of the main priorities of the country today is to develop the economy by deepening financial relations, minimizing the negative impact of crisis factors on the economy of Uzbekistan. The market of goods and services plays a special role in solving problems in financial relations.

It is the service enterprises of the market of goods and services, their effective operation, on the one hand, is an important means of improving the living standards and quality of life of consumers, on the other hand, the continuous, uninterrupted operation of enterprises producing these goods and services creates all the necessary conditions for growth. Satisfying as much as possible the needs of the population in various goods and services, as well as growing and expanding, is a priority of the consistent socio-economic policy pursued in our country.

Literature review

Economist S.A. Iskhakova believes that the huge potential of the service sector is able to make it a reliable source of sustainable economic growth and reduce the dependence of economic growth on external economic conditions [1].

J. Murodov argues that the service sector as a socio-economic category includes a wide range of reproduction of consumer services,

services, unlike goods, can not take the form of material objects, their implementation and production are inseparable [2].

Professor M.M. Mukhammedov emphasized that the service sector has a direct and significant impact on the health, mood, attitude to work, productivity of workers, the level of satisfaction and satisfaction with their lives, in general, the life and development of the productive forces [3].

The main part

In the context of the development of market relations, the financially and economically sound formation of the service sector is important. If the development of this sector is organizationally optimal and flexible in relation to the market conditions of the services, the quality and efficiency of services will be so high. Proper organization of financial activities in the service sector will lead to a number of social and economic problems.

Foreign economists propose to classify the structural structure of the service sector in terms of its industry characteristics and development. In our opinion, it is expedient to classify this sector from the financial and economic point of view.

The effectiveness of collecting, processing and improving the delivery of service information is reflected in the reduction of transaction costs, increasing the efficiency of

services, improving logistics, accelerating the turnover of financial resources.

Therefore, at present, it is important to create a database of information resources on the service sector, the organization of their basic set, which is the main source in the study of prospects for the development of the industry. To do this, it is necessary to form a special organizational structure that coordinates the activities of enterprises in the service sector at the regional level.

The use of the methodological framework for assessing the financial efficiency of the service enterprise, firstly, the use of financial resource-cost approach in service activities allows an objective assessment of the effectiveness of limited services, secondly, the indicators used in the process of assessing financial efficiency serve to ensure efficiency.

It should be noted that without the indicators necessary for the calculation of financial efficiency, it is impossible to develop a methodological framework for its evaluation. However, in this case, at a time when there are many indicators of determining financial efficiency, there is a problem in choosing the most optimal of them.

In order to assess the financial efficiency of trade services, it is expedient to develop a system of financial and economic indicators that can accurately and accurately assess the real economic and financial situation [4]. In turn, we can emphasize the need to apply separate efficiency indicators for each of the services that study the financial performance of commercial services, ie, based on the characteristics of inert-individual and asymptotic-inert services. The system of financial performance indicators required in this case should not be based on unsubstantiated and underutilized indicators. Therefore, it is necessary to comprehensively study the results of financial activities of economic entities, which are analyzed indicators

of financial control of efficiency, and set indicators. In this case, based on the unsatisfactory financial performance, it is possible to make alternative financial decisions for the financial activities of the enterprise, which will ensure the financial efficiency of enterprises in the service sector.

One of the important conceptual directions in the development of trade services is the problem of providing qualified personnel in the field of trade services, the solution of which is the main strategic task:

- ensuring the socio-economic stability of labor communities;
- continuous improvement of professional skills and abilities of employees;
- ensuring the innovative development of human capital.

The first strategic task is to provide employees working in trade and service enterprises with the necessary social guarantees and socio-economic, financial stability. At the same time, guaranteed wages ensure the reproduction of the labor force, which is expected to more fully meet their personal and social needs.

The second strategic task is to create conditions for the formation and development of professional skills of workers. In this direction, the main attention is paid to the professional orientation of personnel, their selection, training and retraining.

The third strategic task will be the financing of innovations for the formation of employees with intellectual potential, which will organize the sale of competitive goods, trade services that meet world standards. Otherwise, in a saturated market environment, there will be no opportunity to enter the commercial services market.

The experience of developed countries shows that economic resources are based primarily on the development of services in

rural areas, the market of services, the equal exchange of services.

Only a market that provides for the free movement of financial, material and information resources of the service will arouse the desire to meet the needs and requirements of consumers in each service entity, will be able to provide the necessary services to society.

Taking into account the level of development of entrepreneurship in science and technology, efficient use of financial resources, management, logistics, marketing services and increasing the focus on creativity (innovation) and the use of their methods will allow planning and increase the efficiency of service entities.

A well-organized economic mechanism is necessary for the normal functioning of any business entity. It represents the organizational, legal, economic forms and methods of management that ensure the achievement of the goals of the enterprise. The essence of an economic mechanism is determined by its content, composition and elements. The main elements of the market mechanism include economic interest, commercial accounting, material interest, analysis and planning, taxation, organizational and legal, economic forms and methods of management.

Research has shown that the improvement of financial mechanisms in service enterprises manifests itself as a factor in increasing their efficiency and allows to overcome a number of problems facing service enterprises. Such problems include:

1. Today, service enterprises have become smaller. As a result, the focus on evaluating the efficiency of economic activity has decreased. In the majority of operating enterprises, only the return on costs is calculated, conclusions are made and decisions are made;

2. A number of theoretically based indicators are not used in the evaluation of efficiency;

3. Planning is very low or non-existent in most businesses. As a result, the analysis of a number of indicators is carried out only as a result of comparison with last year's indicators;

4. Organizational and economic factors affecting efficiency remain underestimated;

5. Personnel policy in enterprises is not well established. Most employees who are engaged in service do not have the necessary knowledge and skills, specialization;

6. There are some shortcomings in the system of statistical reporting in our country. This area does not allow obtaining the necessary data in the evaluation of performance indicators;

7. There are no standards for products and services produced and sold by service enterprises. As a result, the composition and price of the same product (food) are formed differently;

8. There are also some shortcomings in the system of taxation of public catering establishments;

9. In our country, service enterprises, their property, the health of customers during the service is not insured.

In determining and defining the development of service enterprises, it is necessary to correctly define their priorities, tasks, responsibilities. This requires the grouping of factors affecting the activities of service enterprises, the collection and in-depth analysis of data on the dynamics of development.

Conclusion

The ongoing economic reforms in Uzbekistan require a new approach to the content of the concept of financial efficiency of the market of goods and services. The content of this concept requires a view of the market of goods and services as an important sector of the

economy and determines the need for research in the light of the requirements of market relations. Indeed, the development of the economy is closely linked with the effective functioning of the financial stability of the market of goods and services.

Socio-economic significance, objective necessity of increasing the financial efficiency of the market of goods and services, its role in the economy were substantiated. As a result, a well-founded definition was given in this study and key aspects of improving financial efficiency were given.

The analysis of the experience of developed and developing countries shows the need to improve government regulatory mechanisms to increase the financial efficiency of the market of goods and services. This fact should be taken into account in the development and implementation of strategies to increase the financial efficiency of the market of goods and services, which is the basis of economic growth in the country and its regions.

Construction of market conditions (influencing financial mechanisms) that lead to effective results in the activities of service entities, i.e. the organizational, social, economic, financial and legal mechanisms, as well as information, labor resources, depending on the executors, customers, the external environment, public fiscal policy the system for efficient use needs to be improved. This is the case directly related to the entities operating, i.e. entrepreneurs, managers, farmers and service personnel. This is due to the fact that 97-99% of the country's agricultural output is supplied by private facilities and entities, while the number of people serving in the infrastructure of rural complexes is 9-10%. Raising it to 60-70%, as in developed countries, is associated with ways to overcome the great scientific, technical and socio-economic evolution.

In the future, the creation of new jobs in rural areas, increasing incomes, large-scale development of family business and home-based work, modernization of social infrastructure, attracting innovative technologies in the development of entrepreneurship in the service sector, ultimately improving the welfare of the population.

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