



IMPROVING THE EFFICIENCY OF INNOVATION ACTIVITIES IN THE  
SERVICE SECTOR

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**Abstract.** This article discusses the importance and role of the service sector today, ways of innovative development and increasing efficiency in this area.

**Keywords:** economics, service, innovative development, efficiency.

Today, the development of innovative technologies in the sphere of production and circulation, their implementation, their importance in the organization and management of enterprises, new methods of managing these enterprises are of great importance as the main factor in the conditions of a market economy, increasing efficiency, as a powerful tool for managing the quality of goods and services. The role of the service sector in the modern economy is a fundamental factor in economic growth in this sector: knowledge, intellectual capital, information technology, the financial sector and consulting occupy leading positions in this sector. Since our country continues the processes of modernization of the economy, changes will certainly occur in all its links and the development of a new economy causes its accumulation. Innovations in our republic, the implementation of reforms to improve the social lifestyle of the population, in addition, for the prosperous life of people, producers and service providers serves modern development. As a result, modern technologies organization on the basis of this new production at enterprises, an additional service based on the types of proposals, improving the quality of existing products and services leads to innovative development of enterprise management.

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The service sector and services are of great importance in raising the economy and the standard of living of the population; large-scale scientific, technical, qualitative and structural changes are growing in these industries. Human potential, consumed resources and needs for services form a new mechanism for social development. Education, high technologies, medicine, scientific research, development, communications are being introduced into the development and formation of industry.

The main goal of innovation policy is to improve the standard of living of the population. The issues of interaction of the processes of innovation, which is the development of the service sector, are studied by a number of scientists as the most pressing and controversial issue. V.A. Degtereva developed a strategy for the development of the service sector, which is the basis for improving the quality of life of the population, and divided the service sector into the following innovative groups:

1. Technological innovations – innovations in the sphere of service technologies, i.e. introduction of new equipment, allowing to provide new services and manufacture products;
2. Service innovations (service innovations) – increasing consumer value of services, changing composition and types of services provided, improving quality characteristics of services;
3. Organizational and managerial – improvement of business processes, introduction of new methods of management, decision-making, use of new information and communication resources in the sphere of service provision;
4. Socioeconomic – changing social, economic and legal conditions of activity of enterprises of the service sphere, contributing to improvement of working conditions and increase of quality of life of the population;
5. creation of new financial instruments and technologies for financing of the financial services sector and attraction of investments.





The innovative approach has become widespread in the development of market relations in developed countries, and its role is also great when it is necessary to eliminate crisis situations. The rights of winners of a lease agreement for non-residential buildings must be secured by obligations to maintain their functional purpose. There is a need to develop a network scheme for the placement of public service facilities. In order to develop the network, it is also necessary to carry out active work on the placement of service enterprises in the system of consumer market enterprises within walking distance, including the placement of integrated public service enterprises in such a system. There is a need to attract investment for the development of service enterprises. First of all, before we start talking about innovative activities, let us give an understanding of innovation. Such terms as "Innovation", "Innovative activity", "Innovative solution" began to be actively used in the early stages of the transitional economic period of Uzbekistan. According to the content, essence or symptoms of impact on a certain existing internal-external structure, innovations can be divided into the following categories:

- **technical innovations;**
- **economic innovations;**
- **organizational innovations;**
- **managerial innovations and so on.**

The use of innovations in scientific research, technological and production processes based on international standards indicates the correct organization of the organizational structure in a market economy.

In short, the organization of new production at enterprises based on modern technologies, offering additional types of services, innovative development of enterprise management based on the quality of products and services serve the development of our economy.





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