



Analysis of the Main Directions and Trends in Regulating the Development of the Social Services Market

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Abstract: This article discusses the constituent elements and features of the social services market, the principles of effective development of this market, methods of regulating the social services market, the level of socio-economic development of the region in the provision of social services. services to the population, the development of infrastructure facilities, the problems of improving the efficiency of the social service system are being studied.

Keywords: social policy, social service, social sphere, reform, social problem, social sphere networks, social reforms.

INTRODUCTION

In addition to structural transformations and institutional transformations in the economy of our republic, the development of a socially oriented efficient market economy requires, as the most important direction, the elimination of deformations and the creation of a qualitatively new system of productive forces. It is also necessary to pay attention to the very important problem of ensuring social stability when carrying out structural reforms related to the transformation of the economy.

This requires the optimal use of foreign experience based on an innovative approach to reforming the social service system. The fulfillment of these tasks requires the study and implementation of new forms and methods of providing social services, the creation of theoretical and practical developments for their implementation in the economic sector. The relevance of this topic is evidenced by the need to study the theoretical foundations of the issues of improving the quality of production and the provision of social services in a developing market economy and achieving the efficiency of channeling funds into this system by the state.

The development of social services in the context of the transformation of the economy is an integral part of the socio-economic policy aimed at ensuring regional stability.

The social orientation of the management of the republic and its territories implies a regular increase in the standard of living of the population by creating initial conditions for active economic growth and increasing the level of social pressure, ensuring the effectiveness of social policy. At the post-industrial stage of economic development, the promotion of the ideas of social cooperation in solving the strategic goals and objectives of implementing cooperative relations between market participants on the basis of a model based on marketing research is of particular importance.

LITERATURE REVIEW

In the scientific literature, the essence and content of the provision of social services in the service system, the development of the social services sector and the improvement of the quality and competitiveness of social services provided to the population, the composition of the social services

sector, the organization of social service processes and some aspects of satisfying the various needs of consumers of services are scientific, theoretical and methodically studied.

The well-known work of the famous economist J. M. Keynes “The General Theory of Employment, Interest and Money” [9] considers the service economy, economic growth, the development of the service sector, ensuring competitiveness in the field of social services, and the efficient use of production factors. In the service process, social and fundamental studies of problems related to increasing economic efficiency and increasing labor productivity were carried out.

In the work of the economist G. E. Schlesinger [14], the subject of the social sphere, the improvement of social relations in society, the institutionalization of the sphere of social services, the regulation of the development of the social services market, the innovative development of the sphere of social services, the organization of social services, the formation of public spending and the development of social services are studied directions for improving the quality of production and presentation.

K. Haxever, B. Render, R. Russell, R. Merdiklar in their work [12] the socio-economic significance of the development of the service sector, description and classification of services, mechanisms for improving the efficiency of social services, the development of modern networks of social services, the principles of development of the social services, researched areas of innovative development of social services.

In the works of CIS scientists V.G. social services associated with the development of modern networks, the development of the market of social services, the influence of the development of the sphere of social services on human activity and his way of life was studied.

In the work of P. Z. Khashimov [15], the development of the social sphere, the development of modern networks for the provision of social services, the sustainable development of the social sphere, the mechanisms for increasing the efficiency of social services, and the problems of improvement studied the quality and competitiveness of social services.

RESEARCH METHODOLOGY

The study used a dialectical-system approach, comparative assessment, comparative and factor analysis, grouping methods to study economic systems and relationships in the context of economic transformation in priority areas of social policy implementation. The conditions for the development of the social sphere were also methodically studied.

ANALYSIS AND RESULTS

The market of social services is of particular importance in the network structure of the market of the social sector of the economy in connection with its role in meeting the need for certain services and ensuring social security of the population.

The modern market of social services must be considered as a complex, multifaceted and socio-economic system with components. Of interest are the scientific approaches of researchers who take into account not only the basic conditions, but also some institutional aspects in determining the nature of the social services market. Accordingly, based on the analysis of the social services market as a complex, multi-purpose and developing socio-economic system, the following important components can be distinguished:

- market entities - creators of labor services, sellers and intermediaries, buyers (organizations providing social services, government organizations), the population, which is the end consumer of social services;
- institutional framework - legal documents, methods and regulatory bodies of social infrastructure;
- In addition to the logistical and organizational system, infrastructure, financial accounting system, information, consulting and marketing services;
- the basis of the market mechanism - freedom of supply, the presence of independent demand, pricing, coordination of supply and demand.

Also, the market is based on commodity-money relations associated with production, distribution, exchange and consumption.

Structural and functional organization of these relations provides complex organizational-economic, financial-economic and socio-economic institutional forms.

Also, the modern market of social services can be characterized as a complex institutional and organizational system of economic relations between the state and the population, integrated on the basis of commodity-money relations in the process of production and consumption of services by social service enterprises, social infrastructure facilities (1-table).

Since the social services market is a complex socio-economic system, its development requires an integrated approach. The absence or underdevelopment of at least one of the components of the social services market (infrastructure, regulatory systems, pricing) leads to a decrease in the efficiency of its activities.

Table 1. Distinctive features of the social services market ¹

Characteristic features	Описание
Limited ability to control the supply of services on the market	Limited ability to control the impact of socio-political and economic factors.
High network risks	The presence of increased risk, market volatility and uneven consumption of services.
Low elasticity of service supply in the market	Less sensitive to price changes because fixed costs in the industry exceed variable costs; with a reduction in the types of services provided, a high level of fixed costs will lead to a deterioration in the financial and economic situation of service enterprises.
Limited ability to adjust the price of services in the market in response to changes in demand	It is impossible to quickly change the range of services offered by service companies due to fluctuations in demand for a particular type of service, or even quickly change the offer when demand increases or decreases.
Continuity of demand	Consumers consume social services in a relatively equal measure and cannot postpone the consumption of a number of services for a long time. Market capacity is determined not only by the size of the population, but also by its public consumption. Filling the market based on the needs of the population, service sector enterprises pay special attention to improving the quality of social services.
Low elasticity of demand	In terms of price, the demand for most types of social services is less elastic, which is explained by the law of equilibrium of the substitution effect of diminishing marginal utility. The population consumes a certain set of services relatively steadily; in order to ensure the growth of consumption, it is necessary to significantly reduce the cost of services.
High stability of demand compared to supply	Demand for social services is stable compared to supply. Changes in demand are associated with changes in the number of consumers, their purchasing power and consumer preferences.
High competition	It is characterized by high competition, in which service companies can only direct, but not influence market prices.
Significant regional differences	Regional differences have a significant impact, determining not only the list of services on the market, but also the level of costs and market prices for services.

¹ Developed by author.

At the same time, the market is a dynamic system that adequately responds to changes in the external environment, that is, to changes in organizational, technological, economic, social and other conditions.

In our opinion, taking into account the peculiarities of the activity and development of the modern market of social services in our republic, as well as generalizing the approaches presented in the economic literature, it allows us to develop methodological principles for the effective organization of the social market of services by forming general principles (Fig. 1).

These principles should be based on the effective formation and development of the social services market in our country. The proposed principles make it possible to choose a dynamic growth and development strategy, solve the problems of social protection, and effectively use the resource potential of the social sphere.

It is known that radical changes in the economy have both positive and negative effects on the state of social processes.

In this case, a targeted style of political action is possible in order to maximize the positive impact and minimize the impact of negative factors, which, in turn, will contribute to the development of entrepreneurship in education, health and other areas, social services through structurally defined social goals, such as increasing effective employment in social service networks refers to the expansion of the scope of social development goals aimed at increasing competitiveness among producers.

In this regard, there is a need to change the existing model of regulation and social orientation in the context of the implementation of a number of areas:

1. The importance of priority areas of social development of the state in the activities of law enforcement agencies.

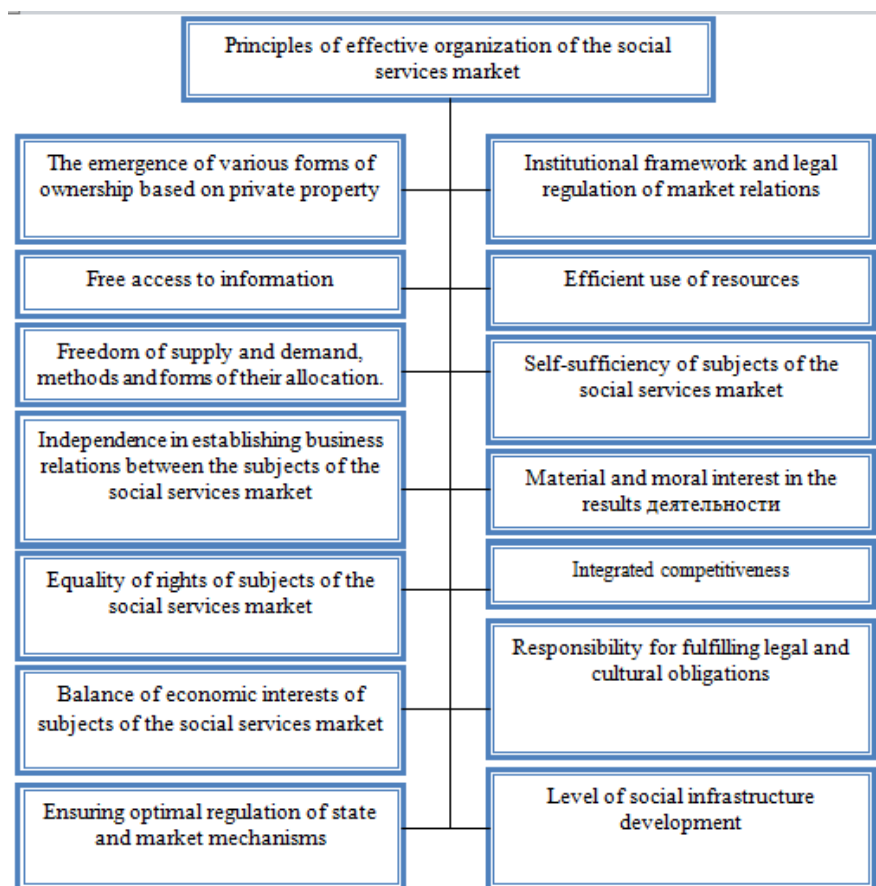


Figure 1. Principles of effective development of the social services market²

² Developed by author.

Specific social tasks outlined by the state for the near and medium term should be approved by law as a matter of priority. In this case, the task of the executive branch is to promptly identify and implement reliable and democratic methods and mechanisms to achieve the social goals. The proposed version of setting a social goal allows the use of different forms of goal setting, for example:

- Quantifying the long-term goals and results of the social development of the state (increasing the average income of citizens, increasing the level of their education and housing, indicators of reducing mortality);
- the target share of budget expenditures (static or dynamic) for solving urgent social problems;
- qualitative formation of a list of social problems that need to be solved in the period under review.

2. Responsible comparison of specific scenarios of macroeconomic development (based on democratic discussion and legislative approval) and selection of the best ones that ensure the maximum implementation of the set social goals.

In our opinion, the model currently used in the development of forecast scenarios is deterministic, since there is practically no definition of social goals in the forecasts. Accordingly, according to the proposed approach, it is necessary to choose alternative options for macros:

- taking into account the social tasks approved by the higher authorities on the basis of the systematization of promising activities;
- on the basis of the general principle of increasing financial resources allocated for the implementation of social goals, and on the basis of the optimal ratio of the distribution of social contributions between the state, entrepreneurs and citizens;
- basing all forms of economic policy (budget-tax, credit-monetary, sectoral, foreign economic) on a comprehensive study of social reserves.

3. approval of comprehensive programs for macroeconomic regulation of processes based on reasonable socio-economic criteria, taking into account the priorities for the implementation of the social goals of the development of the state, through legislation.

When implementing this scenario, it is necessary to legislate the functional areas of state participation in economic life, that is, a set of basic tools related to macroeconomic regulation, the structure and order of development, while eliminating the existing uncertainty in economic life, delimitation of tasks, duties and rights between state and commercial bodies.

These tools include:

- information on the budget and a set of budget documents (including the annual forecast);
- long-term state strategy of socio-economic development of the country for 10-15 years;
- medium-term long-term indicators of the socio-economic development of the country and action plans of public authorities;
- the procedure for the supply of products for state targeted programs and state needs;
- agreements on mutual cooperation (on solving strategic problems of socio-economic development) between state structures, on the one hand, and large enterprises, business associations and trade unions, on the other.

4. Evaluation of the results of socio-economic development by the expert community on the basis of a constructive dialogue with government agencies, taking into account the mandatory implementation of standards and criteria approved by law.

The implementation of this principle can be carried out in the form of constant monitoring of compliance with legal documents of the results of social development achieved in practice.

5. Compliance with the established forms of responsibility of authorities at the state, regional and local levels for the results of the implementation of social policy.

As for the authorities, this accountability mechanism should work in case of failure to achieve the established social targets based on the results of the assessment and due to the low effectiveness of regulation.

The implementation of the proposed principles should be interconnected with the strict implementation of effective measures to eliminate existing disproportions in sectors of the economy and industries based on measures to mobilize financial resources (private and public) for social purposes.

It should be noted that the reform of the economy of our republic and the development of social services are inextricably linked with the tasks of the national economy, financial stabilization, the fight against inflation, anti-crisis measures, export-import policy.

In the future, it is necessary to develop programs for economic reforms and the development of competition in the field of social services. After all, the development of social services should be aimed not only at the goals of economic development, but also take into account common values.

At the same time, the universal principles of the social services sector are to increase the level of social security, justice and social security, since social security is one of the human rights, and universal solidarity and justice determine the ethical approach to the development of the system [3].

At the same time, when distributing social services to the population, one should take into account the level of socio-economic development of the region, in particular, the regional organization of some social services. It may own part of the resources of networks of free or paid services related to the creation of equal living conditions for the population of different regions.

It should be said that the role of the region in the development of social infrastructure is of great importance. At the same time, rational consideration of the territorial location of social infrastructure facilities (in this case, the location of social development facilities) is one of the means of economic and demographic development of the region.

Territorial planning helps to solve the problems of locating social infrastructure facilities at the local and regional levels. Of course, the management of the placement of social infrastructure networks concerns various aspects of people's lives, in particular, areas related to the reproduction of the population. It is for this reason that the movement of the region's social resources, distribution relations between infrastructure facilities are very relevant at the present time.

In general, the currently available scientific database on the problems of improving the efficiency of the social service system remains incomplete and in some cases biased, and therefore it is difficult to determine which approaches and methods are effective for evaluating the effectiveness of certain organizational measures. models of the social service system.

In particular, it is very difficult to obtain reliable empirical data on the real effectiveness of many approaches aimed at improving certain elements of the social system applied in different countries, and it is almost impossible to analyze the cost-effectiveness or cost-effectiveness of an initiative aimed at strengthening the social service system.

Of course, it is necessary and expedient to conduct a comparative analysis at the international level. However, the process has a qualitative description with high probability. At the same time, the availability of evidence on social service systems is essential to ensure that appropriate interventions in general social policies are consistently implemented so that these services are targeted at the population groups most in need and benefit.

At the same time, the results of the study of specific cases and situations, a retrospective assessment, accumulated practical experience and knowledge can serve as a guide for “good practice” of joint actions. [4].

The organization and management of the social service system has its own characteristics, in connection with which the subject of discussion is not the various conceptual models of such a system, but the most appropriate development that can be implemented by the state to achieve goals that should be based on deep knowledge in combination with existing evidence. To improve performance, must have an important action.

At the same time, it is impossible to imagine the solution of the problems of economic entities developing in the social sphere without studying the service market and, accordingly, effective technologies for the implementation of social services.

It is for this reason that the functioning of the social sphere requires high professionalism and deep knowledge in the field of marketing from managers and specialists of social services. At present, all social institutions, regardless of their form of ownership and activity, must learn to work on the basis of marketing principles.

Studies of foreign countries show that the organizational structure characteristic of many social institutions is insufficiently funded from the budget of public organizations and does not meet modern economic conditions in a market economy in terms of a number of indicators of the implementation of the paid service system.

The effective implementation of legal relations between the subjects of the sphere of activity of modern social institutions related to the provision of additional paid services, in our opinion, is difficult to manage this process due to the lack of a systemic structure. It is not uncommon for social workers who have to deal with such issues tend to be overworked and have to take time off from their professional activities to deal with such relationships. [11].

In addition, social workers in most cases do not have special economic and legal training to solve such problems. There is a need to improve the organizational and legal support of these processes at the level of social institutions due to the peculiarities of the approach to the provision of services to the category of citizens receiving services on a paid basis, which may be due to the existing difficulties in the activities of social workers.

Also, in the practice of existing social institutions, it is clear that there is no organizational structure that shows the relevance and importance of the formation of new options for organizational and legal relations, and ensures effective interaction between the subjects of these processes. [13].

Therefore, it became necessary to develop recommendations for improvement by modernizing the organizational structure of the management of social institutions, aimed at strengthening the economic component of the activity associated with the need to provide more effective and high-quality social impact on citizens receiving services on the basis of return. This situation confirms the need for an economic structure that implements the marketing process of providing paid services to the population in a social organization.

It should be noted that when providing paid social services to the population, all service participants can benefit from the introduction of a marketing service into the organizational structure of a social institution. At the same time, the state will have the opportunity to control the activities of social institutions in this area, because today an appropriate system of legal payment and reporting is being established. [10].

One of the positive factors of social organization is that, taking into account the introduction of a marketing service in social institutions, the problem of legal protection of both citizens and social workers can be solved more effectively, since this structure is clearly indicated, and responsibility for improper fulfillment of the obligations specified in the relevant contract. In addition, the amount of money spent by citizens on the provision of additional services while in public organizations comes from the "shadow".

The interest of the state lies in the fact that public organizations that receive income from paid services can independently pay for certain needs at the expense of additional financial resources [7].

At the same time, residents on the other side of the relationship may have certain benefits in the system for providing additional paid services.

According to the analysis of the results of sociological research, the population has adapted not only to the existence of paid services, but also to a certain part, and considers these services necessary, since they are able to pay for the growing needs in social life. services[13].

Thus, an officially implemented and registered system guarantees the observance of the rights and interests of consumers and enables each citizen to choose an alternative from a set of services that are individually necessary and that the consumer is able to pay for. In addition, transparency and legitimacy of financial support and an individual approach to each consumer of social services will be achieved. At the same time, it should be emphasized that citizens who are unable or unwilling to use paid services have the right to receive free of charge a standard set of social services guaranteed by the state.

At this time, citizens can benefit in many ways, since a public organization that receives additional financial resources through the proposed system has the opportunity to improve the general condition of the material base. This process will have a positive impact on all citizens entering into relations with a social institution, and queues can be reduced by separating registration and organizational services [6].

All stakeholders associated with social services should have a single and clear goal, which is to improve social policy in order to increase the level of social protection of the population and the functioning of social services. Of course, the requirements for the social service system are now increasing. At the same time, the current situation requires a transformation based on shared values and goals, in a holistic but reality-based approach to reform.

Therefore, in our republic it is necessary to pursue a social policy and develop targeted programs to eliminate the threats of social instability in society, prevent the emergence of new problems, and promote social principles and values.

CONCLUSION/RECOMMENDATIONS

1. The market of social services is of particular importance in the network structure of the market of the social sector of the economy in connection with its role in meeting the need for certain services and ensuring social security of the population. The modern market of social services must be considered as a complex, multifaceted and socio-economic system with components. Of interest are the scientific approaches of researchers who take into account not only the basic conditions, but also some institutional aspects in determining the nature of the social services market.

2. Taking into account the peculiarities of the activity and development of the modern market of social services and generalization of the approaches presented in the economic literature, it allows developing methodological principles for the effective organization of the social services market by forming general principles.

3. Reforming the economy of our republic and developing the sphere of social services are inextricably linked with the tasks of the national economy, financial stabilization, the fight against inflation, anti-crisis measures, and export-import policy. In the future, it is necessary to develop programs for economic reforms and the development of competition in the field of social services. After all, the development of social services should be aimed not only at the goals of economic development, but also take into account common values.

4. In the future, the development of social infrastructure facilities should be based on territorial features, i.e., take into account the regional planning scheme that ensures the implementation of socio-economic transformations. This corresponds to the following algorithm:

- resource orientation includes differentiation in terms of production volume and population, which is considered part of the proportional values. The solution to this problem: "How many people and what industries will be consumers of social infrastructure services?" answers a question;

- determine the possible amount of consumption of natural and economic resources, calculate the efficiency and speed of consumption for planned periods;
- determining the optimal "size" of social infrastructure facilities for consumption;
- determining the location of an infrastructure facility that provides the most economically and socially efficient organization and development of social service enterprises.

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