

ECONOMICS

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Local service market as an object of structural changes

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Abstract. With the development of society is increasing decentralization of economic management and social development, including regional. One manifestation of this is the change in relations between local authorities and the business units of higher jurisdiction. The priorities in education should be training, retraining and advanced training of workers and specialists.

Keywords: *service market, infrastructure, development, services, education, health care*

Introduction. Ukraine's economy in terms of a radical change in the economic system requires an objective search for new forms of social infrastructure development. Social infrastructure is seen as a cross-sectoral entity that supplies citizens with diverse services, and its development is determined by such objective laws of operation:

- 1) improving the well-being of the population;
- 2) The steady growth of the population's needs for high-quality consumer goods and services;
- 3) integrated development and increase efficiency operation areas.

Development of social infrastructure is closely linked to the solution of social and economic problems: the maximum reduction of time for consumers to receive services; reducing the cost of services; create a free market for services and competition between entities that provide services; optimal proportions between sectors and types of infrastructure. To solve these problems, you must fully justify management decisions regarding the formation of market relations in the sale of services. Infrastructure development should be in accordance with the principles of social justice, that is based on social work. Therefore, the volume of use of the services must be coordinated with financial affordability, practical ability of people to pay for the cost of services, as well as the expected economic development of the regions.

A brief review of publications on the topic. Studies of strengthening the economic security of the state associated with the development of the theoretical foundations of security, outlining the main factors of threats to the analysis of economic security in terms of participation in the processes of global economic integration. Particular attention is focused on the essential characteristics of safety by analyzing the factors of security evaluation criteria of vulnerability of national economies, classifying threats to economic security and mechanisms of their localization. These problems are reflected in the works of Andreychuk, I. Binka, A. Vlasyuk, Varnaliya S., W. Horbulin, M. Yermoshenko, A. Kaczynski, T. Kovalchuk, A. Mokiy, V. Muntiyanyan, G. Taranushenko-Pasternak, A. Sukhorukov, Y. Kharazi-shvili, V. Shlemko and foreign scientists Abalkina, G. Vechkanova, A. Granberg, S. Yechmakova, A. Kolosov, V. Kotylka, A. Kuklin, E. Oleinikova A. Tatarikina, V. Tambovtsev, V. Senchahova, L. Brown, B. Buzan, J. Moule, H. Malhrema, H. Morhzenzana, L. Mere, N. Tsilinski. The writings of K. Wicksell, N. Kondratyev, J. Keynes, Pigou, A.,

R. Robertson, M. Tugan-Baranov-sky, Schumpeter made a significant contribution to the study of cyclical development of market systems. General theoretical principles is the recognition of the endogenous nature of economic cycles that focus on the internal dynamics of the system, which results in post-industrial economies inherent periodic fluctuations with regular patterns. The role of exogenous factors considered minor, despite the fact that they are a source of endogenous processes and can speed up, slow down or even stop the socio-economic development. With the global economic integration of large-scale studies of economic fluctuations, including the crisis of depression and structural changes are based on theories of conflict, disasters, bifurcations, shocks chaos (R. Gilmore, V.-B. Zhang, T. Poston, I. Stewart, A. Sanin).

A significant contribution to the study of economic restructuring made by the representatives of the neoclassical school (A. Cournot, A. Marshall, Pareto, M. Friedman, F.A. Hayek) Keynesian (John Keynes, Leontiev, R. Lucas, Paul Samuelson), institutionalism (Galbraith, Veblen, R. Coase, V. Oyken, Schumpeter, J. Buchanan, D. North).

Problems of structural transformation and growth of the national economy are reflected in the works of S. Varnaliya, A. Halchynskiy, V. Heytsya, B. Danylyshyn, Erokhina S., W. Zaharchenko, I. Kryuchkov, I. Lukinova Mokiy A., A. Filippenko, Fedulova L., A. Chukhno, V. Chystylina and Russian scientists Abalkina, V. Besonov, E.G. Balatskiy, A. Buzgalin, Yegor Gaidar, S. Glazyev, A. Illarionov, A. Krasilnikova, D. Lviv, Vladimir Mau, D.A. Chernikov, G. Yavlinsky, E. Yasin. However considerable scientific interest in structural construction economy does not deny that the concept and program of reforming the economy does not always ensure the preservation and maintenance of the integrity of the socio-economic macro.

The goal. Urgency is the objective of predicting negative outcomes and taking steps to prevent them. Evolution of the theory of economic security is reflected in the following conceptual assumptions: an interpretation in terms of economic security of the national security state, and not as a localized segment of the protection of public interest; separation of security threats to internal and external threats from internal priority; origin non-market economic security, because security threats caused by not only the "abyss of the market", but also subjective and functional challenges due to the shortcomings and imperfections of regulation reform strategy, the spread of corruption, shad-

ow economy; need to determine the limiting values of indicators of safety for the use of effective methods of identifying the critical issues of development and regulation of the reproductive process; display of safety criteria in Economics forecasts and strategy development.

Results and discussion The implementation of economic reforms in Ukraine, they focus on building a socially oriented market economy means increased attention to the service sector; movement control area services at the level of regions; enhance the rights and responsibilities of state and local governments to implement economic and social policies.

World experience shows that deep centralized management of the economy of the region is ineffective. No regional initiatives can not ensure effective development of their economy. With the development of society is increasing decentralization of economic management and social development, including regional. One manifestation of this is the change in relations between local authorities and the business units of higher jurisdiction. This is what illuminates the Law of Ukraine "On Local Self-Government in Ukraine". [1]

Ineffective economic policies, the dominance of the traditional idea of the services sector as a supporting link in the composition of economic systems, a sharp decline in consumer demand and budget funding opportunities in the economic crisis led to a decline in this area. Meanwhile, the modification of the needs of modern developed society and predicting the future impose manufacturing services to the fore.

The experience of countries that have chosen the industrial and service model of economic growth, showed a significant role of services in providing high rates of economic development, which requires a revision of views on its place in the structure of the national and regional economy.

To date, the findings of economists steady increase in service sectors confirmed by the United States, Western Europe and other countries. Yes, the second half of the 90s of XX century share of GDP is created in the service sector in the U.S. has increased from 74% to 81% in Japan, share of services increased similarly from 64% to 71% in the UK - 62% to 80%. Now the U.S. service sector is 75% of all employees, while there are concentrated more than 80% of knowledge workers and 87% higher qualification. [2]

To date demonstrates that the level of service in Ukraine does not meet the current requirements of society. Thus, utilities are constantly behind the needs of the population and are unprofitable. In a difficult situation is medical care of the population and, consequently, reduced life expectancy. Particular attention should also develop education and culture. The level of education in Ukraine is much lower compared to the educational potential of the developed countries; a significant number of institutions of culture and arts in general on the verge of termination of the activity. The development of services is hampered by a narrow domestic market because of a poverty of the majority of the population, a sharp rise in prices for paid services. The situation in the services sector in Ukraine requires more active intervention of the state, regional and local authorities in the regulation of its functioning.

Features of housing and communal services are determined by the specifics of the object that is associated with the overall economic and regional nature of the consumption of its products, and hence - to the peculiarities of funding. In respect of this industry is important to ensure that: provide the full quality of public services; economical use of potable water, electricity and heating, gas, etc.; development of public passenger electric; provision of sanitation and beautification of cities and towns; maintenance and operation of the housing stock; phased transition to bezdotatsyynu the enterprises and institutions for housing and communal services.

By the ways to solve the above problems legitimately include: increased productivity; energy-saving technologies; replacement of fixed assets through targeted funding (loans); increased control over the process water, power consumption through installation of meters (meters); strengthen payment discipline of consumer services; attract investors by offering tax benefits, changes in applicable laws and regulations; creating associations (associations) owners of residential buildings; increase the level of cooperation of stakeholders (public, local authorities, manufacturers and service utilities).

Today in serious condition and is developing the scope of consumer services. The main causes of poor development are: low purchasing power of the population; lack of working capital funds catering to businesses and disadvantage of the existing credit policy that is inefficient and not suited to modern circumstances; lack of appropriate targeted personnel policy. These and many other factors confirm that the service sector needs to improve the system of regional management industry, emergency state aid.

For targeting of consumer services necessary to improve the system of relations between local executive authorities and enterprises of all forms of ownership, creating industrial and commercial organizations or departments to assist in the area of public services methodical, information, material engineering and technical support. To ensure integrated development of service life in the region through the creation of various forms of ownership has become the dominant private sector. For advanced restore basic public services sector organizations need to improve tax policy. In particular, interest rates should be communicated tax base industry organizations, and to the extent that would be stimulated in the first place, the development of material and technical base, the acquisition of new equipment and the introduction of advanced technologies.

Main directions of trade are to promote the establishment of regional structure of trade and catering, retail turnover structure formation, which would ensure maximum approximation of actual consumption to rational norms of non-food goods and physiological norms of food. The effectiveness of these changes, in turn, depends on the reform of ownership of the retail trade and catering.

The development of education and culture is to achieve the performance of the educational level of the population of developed countries, and in the near future - to meet the needs of social economy sectors for skilled workers and specialists in accordance with the structural reorienta-

tion. The priorities in education should be training, re-training and advanced training of workers and specialists.

Changes in the structure and volume of specialist training areas must meet the structural reorientation of the economy and even outperform it. The main sources of funding for education and culture are the state and local budgets. At the same time have created conditions for further involvement in the education and culture of additional private sources of funding. National health care system today is in a complex environment of reform. Branch is characterized by the emergence of the medical services market, structural changes to improve their cost-effectiveness. Key indicators of the health system are: the number of physicians of all specialties; number of nursing staff; number of hospitals; number of hospital beds.

Development of health is inextricably linked to the expansion of scientific research. To do this is to introduce medical technology and equipment to carry them out, the availability of qualified personnel and financial resources.

The health care industry is specific and requires regional and national priorities, as it is directly related to the health and welfare of the population. Achieving a high performance health care while ensuring economic efficiency is only possible with a balanced choice mechanisms of this sector (fiscal and insurance financing, obtaining income from activities carried out in a competitive market of medical services, a flexible system of taxation of drug manufacturing, financial promotion work in health care).

Conclusions. Thus, in the present conditions, macroeconomic structure of the economy and place it in the service sector that can compete in domestic and foreign markets, did not meet the requirements of sustainable development. Controversial path of market transformation, reduction of public funding and weakening social orientation of economic regulation adversely affect the development of services that are integral factors of socio-economic balance in Ukraine at the national and regional levels.

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Ящерицына Н.И. Региональные рынки услуг как объект структурных трансформаций

Аннотация. Развитие инфраструктуры должно осуществляться в соответствии с принципами общественного равенства или с учётом общественного труда. Особого внимания заслуживает также развитие науки и культуры. Что должно обеспечить достижение показателей других стран и в ближайшее время удовлетворять все виды общественных хозяйств.

Ключевые слова: рынок услуг, инфраструктура, услуги, образование, здравоохранение