

СЕКЦИЯ 5
TRENDS AND PERSPECTIVES OF THE SOCIAL
AND ECONOMIC DEVELOPMENT OF REGIONS IN RUSSIA
AND ABROAD WITHIN GLOBALIZATION PROCESS

BASICS OF EFFECTIVE USE OF THE RESOURCE POTENTIAL
OF SERVICE SECTOR ENTERPRISES

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The article analyzes the category “resource potential of the service sector”, studies current problems of using resource potential in service sector enterprises, improving their quality and efficiency in the conditions of economic development.

Keywords: service sector, resource potential, resource, human potential, service, economic development strategy

ОСНОВЫ ЭФФЕКТИВНОГО ИСПОЛЬЗОВАНИЯ
РЕСУРСНОГО ПОТЕНЦИАЛА ПРЕДПРИЯТИЙ СФЕРЫ УСЛУГ

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В статье анализируется категория «ресурсный потенциал сферы услуг», исследуются актуальные проблемы использования ресурсного потенциала в предприятиях сферы услуг, повышения их качества и эффективности в условиях экономического развития.

Ключевые слова: сфера услуг, ресурсный потенциал, ресурс, человеческий потенциал, сервис, стратегия экономического развития.

Currently, a large share of our country’s GDP is produced in the service sector, and it itself has an increasing impact on the country’s economy, the nature and structure of consumption of the population. Economic development is increasingly determined by service sectors; therefore, in the near future, economic growth and structural changes can be achieved largely due to their accelerated development.

All economic entities have to carry out their activities in a constantly changing market environment, which necessitates the need for confidence that its position in the market is sufficiently strong. For this purpose, it is necessary to maintain comprehensive records of the activities of a commercial organization, which determines the approach to analyzing its work. Among the elements of such an analysis, one of the most significant can be identified, which is the economic assessment of the state and use of the organization’s resource potential.

The concept of “resource potential of the service sector” is a set of additional funds, sources not disclosed for one reason or another, the use of which can increase the efficiency of the process of providing services and ensures the progressive development of service sector enterprises.

The resource potential of an economic entity reflects the maximum possible ability of the sphere of material production to increase work on the basis of the balanced development of all its

elements, the full and best use of all types of resources. When managing resource potential as a holistic entity, it is important to prioritize those elements of potential, highlighting those connections of elements that contribute to the rapid increase in the competitiveness of an enterprise.

Rational and efficient use of all types of enterprise resources is a complex of legal, organizational, scientific, financial and other measures and parameters aimed at achieving the development of an enterprise based on a combination of economic functions and the effective use of its resource potential.

Resource support for the current and future activities of the enterprise is one of the main elements of the production and economic tasks of the enterprise, the implementation of which is aimed at increasing its efficiency. The process of functioning of enterprises, which is a systematic movement of their own and external resources, ends with a comparison of the positive results obtained and the resources spent on it.

In the process of an enterprise carrying out economic and financial activities, its resources interact and bring results in the form of services provided, work performed and proceeds from their implementation, profit. The results obtained are the real basis for the development of a stage-by-stage process of resource formation at a new qualitative level and for the economic development of the enterprise.

At the first stage, the enterprise generates total costs associated with the formation of sources for the formation of resources, which include costs associated with opening an enterprise, implementing management and logistics for the formation of sources of resources, servicing various types of debts, one-time costs in the form of capital investments, costs for the purchase of raw materials, materials etc.

At the second stage, resources are transformed into goods and services.

At the third stage, total costs associated with the renewal of resources on an expanded basis (i.e., with making a profit) are formed. This is due to the sale of products and services to consumers.

Thus, resource management is a necessary condition for improving the quality of financial flow management of an enterprise, because any element of the resource base influences the formation, speed and consistency of these flows. From these positions, resource management is an activity carried out by an enterprise with the aim of optimal use of available resources.

Currently, methodological approaches are used to determine and formulate a mechanism for managing enterprise resources, based on optimization of total costs, which are aimed at increasing the efficiency of using the resources available to the enterprise. Therefore, continuing research into the mechanism for managing resource potential is not only theoretical, but also of important practical importance.

The objectivity and completeness of assessing the efficiency of resource use allows you to actively influence not only the current state, but also the development trends of enterprises, establish the economic parameters of enterprises, the structure and volumes of the required production of products and services, monitor and correct insufficiently regulated phenomena and processes, formulate development plans and forecasts enterprises.

At all stages of activity, the question of the optimality of invested costs and resources in relation to the achieved final result is relevant. The structuring of resources and their integrated use make it possible to more objectively determine the directions of development of enterprises, identify additional reserves and resources, and establish the share of each division in their financial and economic results. However, the presence of such factors as limited financial resources, significant dependence on the influence of market conditions, sensitivity to unfavorable economic fluctuations, lack of industry support and others have a restraining effect on the development of enterprise capabilities.

To develop methodological foundations and implement them in the activities of an economic entity, it is necessary to have a sufficient amount of resources with optimal economic

and production necessity and demand. The amount of resources, or economic and physical volume, makes it possible to withstand the influence of a dynamic and uncertain external environment. Economic flexibility in resource management creates conditions for effective regulation in a changing environment, using positive opportunities in the external environment and the speed of resource movement.

Methodological justification for the rational use of enterprise resources is an integrated approach to achieving the effectiveness of the processes of studying, mobilizing, accumulating, distributing resources, as well as planning, control, monitoring and other procedures aimed at the efficient and rational use of resources and reducing risk in the activities of the enterprise.

Methodological approaches to strategic management of enterprise development, based on the concept of rational use of resources, reveal their essence and ensure combination with innovative areas of development, principles of economic stability and sustainability, territorial forms of interaction

Thus, the methodological foundations for the effective use of resources in the activities of enterprises are aimed at:

- the possibility of creating a new structure for managing enterprise resources and increasing objectivity in predicting their use;
- use of innovative technologies in the production of products and use of resources. In this case, the concept of limited resources is transformed into the concept of the relativity of resources, i.e., consideration of the need for resources as a whole makes it possible to develop modern programs for their use, from which the most effective project for the development of an economic entity is selected;
- planning the operating activities of the enterprise in order to reduce production and other types of costs and increase the efficiency of resource use;
- effective use of the internal economic mechanism in the process of tax planning of an enterprise and modern methods of cost formation to reduce the financial and economic risks of an economic entity;
- determination of goals when developing strategic and predictable business decisions for the development of the enterprise, sales volume, optimal resource provision.

The methodological foundations for the effective use of resources are aimed at improving the scientific, theoretical foundations and conceptual approach for the purpose of their rational practical application; they are determined by the types of resources for a specific assortment and range of products and the characteristics of internal and external economic relations.

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