

*Vladimir P. Smirnov,
PhD, associate professor;
Far Eastern Federal University*

Specificity of the Service Sector in the Emerging New Economy

Keywords: *service, new economy, postindustrial society, integrative approach, immaterial goods, intellectual capital.*

Annotation: *The article contains the results of research on the role and functions of the service sector in the economy of post-industrial society. Subject-subject interaction occurs in the service sector. Interested consumers useful effect generated in the service sector. Intangible economic benefits generated in this area. Some of these benefits become economic resources and forms a form of intellectual capital - human, institutional and consumer.*

Introduction. In the emerging new economy occur quantitative and qualitative changes. The changes are reflected in terms of size and structure of gross domestic product and employment settings. All components of the gross domestic product grow. But the volume and share of immaterial goods increased most rapidly. The number and share of employment in services increased. Economy of the United States of America to the beginning of the twenty-first century leader in the world. It was formed and operates as a service economy. The share of the relevant activities accounted for 80% of gross domestic product and about the same proportion of total employment (9, p. 327). Similar changes occur in the majority of countries, including Russia. Relevance of theoretical studies creation and consumption of services increases in these conditions.

Methods. Study of the service sector is actively conducted in the world and in Russia. Scientific concepts reflect the growing importance of services in the community and assign the service sector leading role in improving the overall socio-economic structure. These concepts have been recognized and have been used successfully. Integrative approach includes a process-based, functional, situational, target, reflexive, synergistic and other methodological approaches. Integrative approach seems to be the most productive method of research services.

The main part. Service sector is part of the national economy. Experts explain the different structuring of the national economy. Representatives of the classical school of political economy and Marxist direction recognize basic material production sphere. Accordingly, the production of intangible recognized their minor economic sphere. Explanatory potential of this approach in modern conditions should recognize insufficient. In the first half of the twentieth century A. J. B. Fisher (6) and C. Clarke (3) are divided into three sectors of the national economy. Industry associated with obtaining natural resources are included in the primary sector. Industry treated processing industry and construction account for the secondary sector. Various service industries related to the tertiary sector. Such structuring of the economy adequately reflects the realities of the mid-twentieth century. At

the same time, such a structuring of the economy is measured not always correct. Experts note that in the period of this approach, all three sectors in economically developed countries are the same order on employment and on the role of wealth creation (15, p. 32). This assessment of the role of sectors in the economy in a given period is incorrect. Structure of the economy should be evaluated in a dynamic and not static. Evaluation of the economic structure, taking into account the dynamics of the processes will be different. The role of the primary sector in the economy during this period is reduced. The role of the secondary sector increases and reaches a maximum. Role of tertiary sector begins to increase.

W.W. Rostow develops this economic model. It examines the dynamics of the economy. W.W. Rostow justifies successive passage countries growth stages. He identifies five such stages. These stages are different levels of technological development, share of accumulation in national income, consumption patterns (10). Spiritual development of man comes to the sixth stage on the first plan (11).

D. Bell developed the theory of postindustrial society and identifies three stages of economic development. Preferential use of labor in the extractive industries and agriculture distinguishes pre-industrial stage. Industrial stage is characterized by the mass production of goods and the predominance of the class of industrial workers. Creative work is dominated by the post-industrial stage. Highly qualified specialists play a leading role. Released several stages in the transition from an industrial to a postindustrial society. At the first stage development of the industry stimulates expansion of transport and public services as services related to the movement of goods. In the second phase growing sphere of distribution (wholesale and retail), finance, real estate and insurance in mass consumption goods. At the third stage economic growth is accompanied by a decrease in the share of expenditure on food. Income shall be released on the first purchase of durable goods, and then for luxury, leisure and consumption of various services. D. Bell complements developed C. Clark and A. J. B. Fisher economic model and introduces her two. Transportation and public utilities → No. remain in the tertiary sector. Trade, insurance, real → not driven, finance included in the quaternary sector. Health, education, research, government, recreation included in quinary sector (2, p. 117). The role of quaternary and quinary sectors increased in recent decades in terms of progress in science and technology. The content of many traditional types of services (postal services, telecommunications, education, e-commerce) is changed with the advent of new technologies

V.L. Inozemtsev foreigners consider the economy as a bipolar system. Industry, tending to subject-object top are on one of its poles. At the other extreme are the industry, tending to subject-subject beginning. First pole constitute primary and secondary industry sectors (by C. Clark and A. J. B. Fisher), as well as energy, transport and utilities. These industries differ repeatable manufacturing processes, reproducibility, high rates of production workers in terms of value, negative or close to zero employment growth. Service industries make up the second pole. Human interaction is based on interpersonal communication in these industries. The product has a low degree of reproducibility. He presented information and knowledge. Production processes are varied. Workers are highly skilled. Productivity indicators are low. Significant employment growth (7, p. 66).

Imprecise definitions are in the service sector scientific and professional publications. So, it is noted that "the scope of services can be defined as a set of enterprises, institutions,

organizations, and activities involved in the production of all varieties of services" (14). This definition seems overly simplistic. Another part of the definition does not fully reflect the current state of the economy and its spheres "collar can be characterized as a system of diverse economic activities, which, along with the sphere of material production, there is the cumulative process of creating and using social product" (13, p. 16); "Services - system sectors of the economy, the products use-value which is expressed in the provision of amenities" (8, p. 879).

Errors contain definitions of other authors. Services sector is a collection of industries subsectors and activities whose function in the system of social production is expressed in the production and sales of services and spiritual benefits only for the population (16, p. 5). Such an understanding of the service sector seems excessively narrowed.

More correct, but in need of refinement, are other definitions. Services sector with sufficient grounds defined as "a set of sufficiently diverse industries, the products of which form is the immateriality and serves as a useful effect, inseparable from the production or maintenance of business process of social production" (5, p. 125). Indicates that the service industry combines the services provided not only to individuals but also organizations, and includes a wide range of economic activities, designed to meet the personal needs of the population and to the needs of production, as well as the needs of society as a whole (4, p. 24). Services sector is considered a large-scale sector, possess a complex structure with moving particles verge on "uslugovye activities" penetrate "virtually all sectors of the economy and therefore very problematic precisely enough to delimit the scope of services" (1, p. 91).

Elaboration of the proposed definitions is as follows. Provide services in the emerging economies in an increasing scale, not only specialized organization, but almost all economic agents interact with consumers. This occurs when the pre-sales and after-sales service of goods produced, during transport, under an informational support of economic activity. Participants exchanged networking services. Certain part of innovation in different spheres of the economy and the complex is in the form of services. Specification of property rights and the formation of transaction costs is also associated with the provision of services. Creation of new and improvement of existing intellectual capital is a result of organizations providing services. Management activities in society and in the economy in terms of separation of ownership and management is also a provision of services.

Conclusion. Allocation in the economy industry groups (fields of activity) according to various criteria has reasonable grounds.

Scope of services is an integral part of national and world economy. Subject-subject interaction occurs in the service sector. Interested consumers useful effect generated in the service sector. Intangible economic benefits generated in this area. Some of these benefits become economic resources and forms a form of intellectual capital - human, institutional and consumer.

Service sector comes to the leading role in the economy. The role of the service sector in society is determined by its economic and social functions. These functions do not remain unchanged in the emerging economy. They undergo significant changes. Content of the service sector expanded functions. This is reflected in publications specialists. In these notes the increasing role of the service sector. Scope of services is becoming an important part of

the national and world economy. It provides for the development of human capital, has an increasing impact on the functioning and development of material production, helps to increase free time, creating opportunities to better meet the needs and development of individuals and society, is the most important element in the formation of the modern quality of life, provides modern quality of economic growth and improving competitiveness of the country (15, p. 49); (12, p. 19). However, the role and functions of the service sector are not limited.

The most important function of the service sector in the emerging economy is the creation and training to use a variety of new forms of immaterial capital. These are forms of intellectual (human, institutional and consumer) capital. A considerable part of entrepreneurs and businessmen effectively uses traditional and new forms of capital in the service sector. Modern service industry can be defined as the manifestation of space and strengthening the major characteristics of an emerging economy: a service that allows consumers to receive the beneficial effect directly in production; information; network; mixed; innovation (17); globalizing; economy with the specified property rights; economy of intellectual entrepreneurship.

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