



## The Main Issues of the Relationship Between the Servicing of the Economy and the Quality of Life of the Population of the Region

Dildora Juraeva  
SIES, applicant

### ABSTRACT

The article reveals the main issues related servicing of the economy and the quality of life of the population of the region.

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The formation of a service economy is a universal process common to all countries. However, the degree of service in the economy directly depends on the level of economic development. Thus, at the end of the century, 80% of world GDP produced in the service sector was accounted for by countries with a high level of per capita income.

The most important global trends in the service economy are also the following:

- increasing the importance of intangible forms of production, leading to qualitative changes in the range of services;

- changing the role of traditional services (trade, transport) as elements of the service infrastructure;
- development of telecommunications, the financial sector and a complex of science-intensive business services as an important factor in competitiveness;
- a sharp increase in the role of social services in ensuring economic growth;
- development of the service economy in integration with material production.

The dynamics of the service sector are determined by a number of long-term fundamental factors.

1. Increasing demand for services from the population and enterprises, primarily high-tech ones.
2. The impact of scientific and technological progress, which forms new types of services.
3. Large-scale structural and technological restructuring of material production in developed countries in the 70-80s, associated with the economic crisis and the transition to a post-industrial society.
4. Urbanization, generating additional needs for services, primarily domestic and social.
5. The mass involvement of women in production after the Second World War, which caused the need for the development of domestic and educational services.
6. Mass motorization, which has formed a special sector of the service economy.
7. Increase in spending on services related to the formation and development of human capital (education, healthcare, social services).
8. Favorable resource provision associated with a high rate of return, quick payback, and labor supply.

The service sector is also characterized by global trends, but it has specific features: monotony and low quality of services provided; deepening disproportions in the development of individual service industries; a sharp reduction in the share of culture and recreation; orientation of the production of intangible services to consumers with a high level of income; the direction of investment funds not for the differentiation of services, but for the renewal of fixed assets of enterprises; relatively low index of investment activity in comparison with foreign countries; low innovative activity; unavailability of most of the services for a significant part of the population; the predominance of compulsory services, the weak position of Russia in the world market of intangible services in terms of assortment.

The processes of servicing the economy are closely related to changes in the quality of life, the study of which is devoted to a significant number of works. Summarizing the approaches presented in the literature, one can single out such components of the quality of life as: the welfare and living conditions of the population, social security (or the quality of the social sphere), the quality of the environment, natural and climatic conditions. These components are characterized by indicators of fertility, mortality, income level, etc., which together make it possible to determine the improvement of the quality of life of the population as a strategic goal of development.

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