Economic scince

UDC 338.46 (339.13)

**Rakhman Mahbubur Sydykovych**
PhD in Economics, Associate Prof.
Kharkiv V.N. Karazin NationalUniversity
**Рахман Махбубур Сидикович**
кандидат економічних наук, доцент,
доцент кафедри маркетингу та менеджменту ЗЕД
Харківський національний університет імені В. Н. Каразіна

# ECONOMIC AND STATISTICAL RESEARCH OF INTERNATIONAL SERVICES AS THE DEVELOPMENT OF THE FIELD OF NATIONAL ECONOMY

# ЕКОНОМІКО-СТАТИСТИЧНЕ ДОСЛІДЖЕННЯ МІЖНАРОДНИХ ПОСЛУГ ЯК РОЗВИТКУ ГАЛУЗІ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ

Annotation The article investigates theoretical foundation of the definition of services and their development in foreign markets. Dynamic and structural analysis of the service sector in the international market has been carried out.There has been done the economic and statistic analysis of external economic activities of Ukraine in the service sector, the forecast has been made and the effects of negative factors have been determined and recommendations for their improvement have been given.

Keywords: service, economy, international market, analysis, structure, dynamics, GDP, export, Ukraine, forecast.

Анотація. В статті досліджено теоретичне обґрунтування визначення поняття послуг та їх розвитку на зовнішньому ринку. Виконано динамічний та структурний аналіз сфери послуг на міжнародному ринку. Проведено економіко-статистичний аналіз зовнішньоекономічної діяльності України у сфері послуг, побудовано прогноз, виявлено вплив негативних факторів та надано рекомендації щодо її удосконалення.

Ключові слова: послуга, економіка, міжнародний ринок, аналіз, структура, динаміка, ВВП, експорт, Україна, прогноз.

The dynamic development of the national markets as a result of gradual involvement in global internationalization, interweaving of economic interests of particular countries, revolutionary transformation in technical and information sectors, the mobility of human and financial capital [1], raising the standards of living and social activity of the population caused the extension of the range of needs beyond the material production and the creation of a new «post-industrial society» [2]. In modern conditions the service sector (tertiary sector) makes up thecore of the post-industrial economy and defines the basic macroeconomic indicesin many aspects.

The special role of expertise and technologies based on it, information dominance, technological progressacceleration, decline in the share of material production in the gross national product, service sectordevelopment, rising of living standards, continualknowledge updating by the individual himself by increasing informational, educational and cultural levelwas estimated to the main feature and qualitative parameter of a new type of the society [3]. The philosophy of hedonism[1] that was typical for the society ofthe 60s has been subject to considerable changes by the 80s and 90s [4], as a result of long-term

[1](from Greek. ηδονή - pleasure, enjoyment) the desire of the individual to increase their well-being for the sake of maximizing pleasure from life.

economic growth specific for the second half of the XX century, when the growth of the income per capita stimulated demand primarily for durable products which led to the glut. Its consumption requires the development of certain of the appropriate system of services[2, 5].The export sectors that build up a modern infrastructure in the service sector, contribute not only to the increase of income and employment but also to the growth of the national service sector and the strategy of the steady economic development of any country[6].

Nowadays success is associatednotwith the possession of things but with the quality of life, therefore the international trade in services is getting more and more important and becomes the object of attention of the leading experts around the world. First of all we should point outa member of the American Marketing Association F. Kotler, who is the author of a number of studies in the service sector. Among the modern foreign scientists who have made the significant contributions to the theoretical models of servicesthere should mentioned J. Batson, M. Bitner, V. Zeyt, K. Hrenros, R. Lendlois, P. Robertson, K. Lovelok, R. Russell, B. Render, K. Merdik.

The monographic studies of international service market were carried out by D. Daniel, Lee Hardeb, H, J. Viters, D. Vipperman, I. I. Dumoulin, V. A Karpov, I. Balabanov, V. Beznosyuk, I. K. Belyayevskyy, A. Bulatov, A. Kireev, Y. O. Kovalenko, V. Kozik, V. Kucherenko, A. Mazaraki, Y. Makogon, P. M. Motorin, V. Mocherniy, N.V. Nikiforov, A. Y. Alexandrov, A. Y. Chubukov, E. W. Maydebura, A. P. Rumyantsev, N.S. Rumyantsev, L. G. Rozhdestvenska, P. R. Putsetaylo, R. Chernenko and others.

The purpose of the article is to explore and analyze the situation and the development of the international services market and the market of Ukraine in particular, as a branch of the national economy on the international market.

Post-industrialor informational and technological society is based now not on the accumulation of wealth of different kinds but on the intellect which is brought up by a certain society in accordance with the prevailing worldviews doctrines[3]. And that’s the reason why the intellect becomes a resource and at the same time the driving force of social development, advancing the appropriate needs including services market, stimulating its dynamism and diversification.

Service is a flexible object, the boundaries of which are easily modified [7], therefore it’s quite difficult to provide a comprehensive definition of the term“service” to build-up a theoretical construction describing the interaction between the manufacturer and the buyer. Let us consider the evolution of the ways the concept «service» having been treated.

Economic thought of the Soviet period was based on the statement developed by K. Marx, who considered the service in three aspects: as immediate activities of the subject of service; asthe acting of goods; as real human labour [8]. The transition to international accounting methods and statistics eliminated the concept «non-productive area», which had been applied to the service sector for 70 years by national science and practice and understanding the role of public services in the development of the society in the national economy.

In the modern economic literature the concept «service» is considered as a«purposeful activity» the results of which can be seen in the useful effect [9] and satisfy as a one or another human need at the moment of its manifestation [10, 11]; the result of which is «a change in the position of the institutional unitthat was stipulated by the act and on mutual agreement with another institutional unit» [12]; the result of the activities of certain «benefits which can be offered by one party to the other» [13, p. 638]; which satisfies certain human need, may have or may not have a material form, closely related to the production of goods or completely self-formalized [14].

Service is sucha type of work whenthe production of the useful effect coincides in time with its consumption [15, p. 55]. Service is a useful effect of labour which is not materialized, and unlike the goods cannot be separated from the manufacturer andcannot be accumulated in the stock of goods [16]. Labour in the service industry is considered to be productive, the area itself is productive and the results of its operation are taken into account in the gross domestic product and other indices of economic performance [17].

The main purposeof the service isto satisfy human needs. Basically, human needs are unlimited but they are strictly determined by the level of social and economic development of a particular society and differentiated in space and time and stratified according tocertain objective and subjective features [3].

The types of services stipulated by the method of their production fall into:

– material (production) services that are mediated through the things and are related to consumption goods and by their content they do not differ from labour in material production;

– immaterial (non-production) services, which are aimed directly at the person or his surrounding conditions, their production is inseparable from consumption [5, 7].

By foreign trade commercial services there is usually understood the performing of some work in return for payment (services) by one country to another that arenot directly related to the creation of wealth [18, 19].

The foreign trade service is a commodity that does not undergo customs control and which is free from any customs cargo declaration. Services do not take the form of material objects subject to ownership. Providing services and their production are not separated from each other. The main thing in the service trade is that the purchase and sale transaction should take place which covers the activities of economic entities of Ukraine and foreign business entities (residents and non-residents) based on the relationship between them [20].

The time of export (import) of services in accordancewith their account is considered to be the date of its actual giving or taking on accrual basis and as a rule, the date of registration of such transactions coincides with the time of the production of services. There are four methods of service delivery stated by GATS:

- Cross-border delivery;
- Consumption abroad;
- Commercial presence;
- Presence of individuals (medical, legal, etc.) [20, 21].

The world market of services is a system of exchange which satisfies the interests of buyers and sellers of services and its functioning is regulated by market laws. [14]. Occupying a significant share of the global market, at the same time being very different either in form or in content services do not create a unified complex market but they are characterized by particular features:

Firstly, the international trade in services is not the exclusive prerogative of the industrialized countries. In some developing countries services also make up a significant part of their exports. Therefore, to assess the participation of countries in the international division of labour it is advisable to take into account the index of its share in world trade in services.

Secondly, the country's specialization in one or other types of services depends on the level of economic development of the national economy and the features of the state regulation in terms of stimulation favorable business environment. Thus, in the industrialized countries the preference is given to the financial, telecommunication, informational and a large number of the sectors of business services, while developing countries are characterized by specialization in transport, tourism and financial services.

Thirdly, the international demand for services contributes to the formation of new, associated services. As a rule, countries that provide port services are specialized in the ship repairing; countries producing computersdeliver computer services to the world market; oil-exporting countries specialize in freight services on oil-transportation [22].

The key factor of the growth of international trade in services and their diversification turned out to be information technology extension and the demand for computer products and in general for the services not dependant onmaterial objects.

The sold scientifically intensive products often cause the necessity of the further intensive information exchange and rendering consultation services. The extension of specialization extends the range of services and enables to satisfy consumer’s needs in a more qualitativeand extensive way with the economies of scale leading to some decrease of prices for goods.

The accelerated development of the service sector is stipulated by the fact that most of its sectors have higher profit margins, relatively shorter terms of return on investmentcompared to numerous “commodity” sectors of production. There sometimes even the flow of resourcestakes place and first of all capital and manpower flow from the sector of material production to the service sector.

In 2013 the world trade in services made up $9,0247 billion, of which $4644,7refer to export services [23] which was 5% higher thanlast year.For 2004–2013 the average annual absolute increasewas $2,4046billion (Pic. 1). For 2004-2013 exports of goods and services increased in 2.1 times and the volume of the world real GDP rose in 1.7 times.


Fig. 1. Dynamics of exports of goods and services, world trade in services (left scale) and real GDP (right scale), in $ billions (made up by the author by sources [23, 24])

The increase of production volumes in the services sector leads to an increase of its share in GDP structure (it is calculated as the sum of exports and imports of services to the amount of GDP) [6]. For the 2004-2013years the share of the world trade in services increased from 10.2% to 12.6% and on average was 11.5%, while the trade in goods increased from 44.0% to 52.5% on average amounted to 49.0% (Fig. 2).

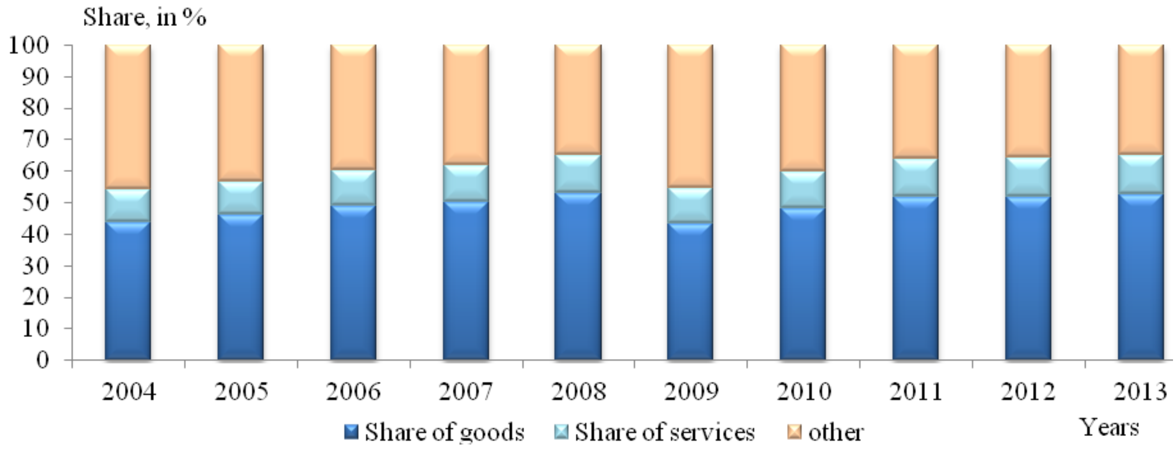


Fig. 2. Changes in the structure of world GDP in the 2004-2013 years, (percentage rate)

The average annual growth rate of GDP of 116.7% is significantly lower than the rate of growth of exports of goods and services which were 120.4% and 120.0% respectively. Only in 2009 the financial crisis affected the change in this trend as evidenced by the exceeding chain of growth rates of the world GDPby 94.8% over the rate of growth of exports of goods and services which were 77.1% and 88.9% respectively (Fig. 3).

Fifty percents of the world exports of commercial services is accounted for 10 countries. In 2013 the highest growth of exports of commercial services was registered in the CIS countries – 9%, in Europe – 7%, in North America – 5%, in Asia – 5%, in the Middle East – 4%, the growth slowed down in 2012 in Central America to 2%, and also the exports of commercial services in Africa fell to 3% due to decrease of exports of tourism services in Egypt, Nigeria and Tunisia [23] during the simultaneously expanding air travel of Ethiopia and the attraction of Tanzania and Uganda as tourist sectors.

European countries failed to exceed the indicators of exports of commercial services before the crisis period which in 2013year accounted for 47.2% of global revenues compared to 52.4% in 2004 year (average for the period – 49.8%) (Table 1) which was caused by a significant reduction in tourism and export growth in other regions such as Asia, the share of which in 2013 accounted for 26.2% of global export of services (compared to 21.3% in 2004) with an average growth rate of 23.6%.

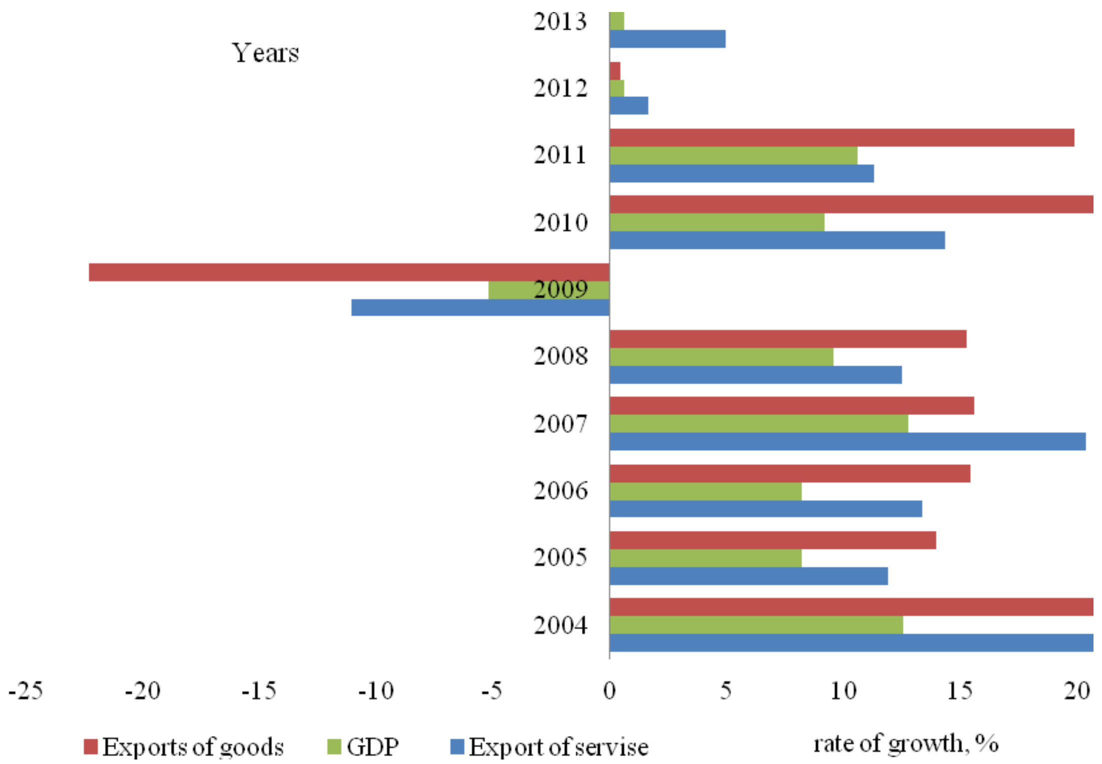


Fig. 3.Dynamics of the growth rate of world GDP, percentage rate of exports of goods and services (developed by the author by sources [23, 24])

Table 1

Percentage rate of the dynamics ofthe regional share of exports of services for 2004–2013(developed by the author by sources [23]).

| Region | Years | | | | | | | | | | The average value |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | |
| North America | 17,6 | 17,2 | 16,9 | 16,2 | 15,7 | 16,4 | 16,1 | 16,2 | 16,5 | 16,4 | 16,5 |
| Central and South America | 2,5 | 2,8 | 2,8 | 2,7 | 2,8 | 2,9 | 2,9 | 3,1 | 3,2 | 3,1 | 2,9 |
| Europe | 52,4 | 51,8 | 51,4 | 51,6 | 51,1 | 49,2 | 47,6 | 48,9 | 46,8 | 47,2 | 49,8 |
| CIS countries | 1,6 | 1,6 | 1,8 | 2,0 | 2,2 | 2,1 | 2,0 | 2,2 | 2,4 | 2,5 | 2,0 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Africa | 2,3 | 2,2 | 2,2 | 2,2 | 2,2 | 2,2 | 2,2 | 2,0 | 2,1 | 1,9 | 2,2 |
| Middle East | 2,2 | 2,6 | 2,8 | 2,6 | 2,6 | 2,8 | 2,7 | 2,6 | 2,7 | 2,7 | 2,6 |
| Asia | 21,3 | 21,7 | 22,2 | 22,6 | 23,4 | 22,5 | 24,4 | 25,0 | 26,2 | 26,2 | 23,6 |

The downturn of exports share in North America in 2013 to 16.4% from 17.6% in 2005 with an average value share of 16.5%. The CIS countries increased their share in the world exports of commercial services from 1.6% to 2.5% in 2013, with an average value of 2.0%. The share of the Middle East in exports of commercial services remained unchanged at 2,6%-2,7% in 2013, while the share of Africa decreased from 2.2% to 1.9% at the expense of the decline in tourist services.

The structural changes in the dynamics indicate a high rate of growth in the share of CIS countries in exports of services in 2013 compared to 2001in 1.8 times, and export growth in money equivalent – in 5.7 times; compared to 2005 year – in 1.5 and 2.3 times respectively; compared to 2009 in 1.6 and 1.2 times, respectively which occurred mainly due to the increase in exports of Russian transport services in 2013 year by 8% (Fig. 4).

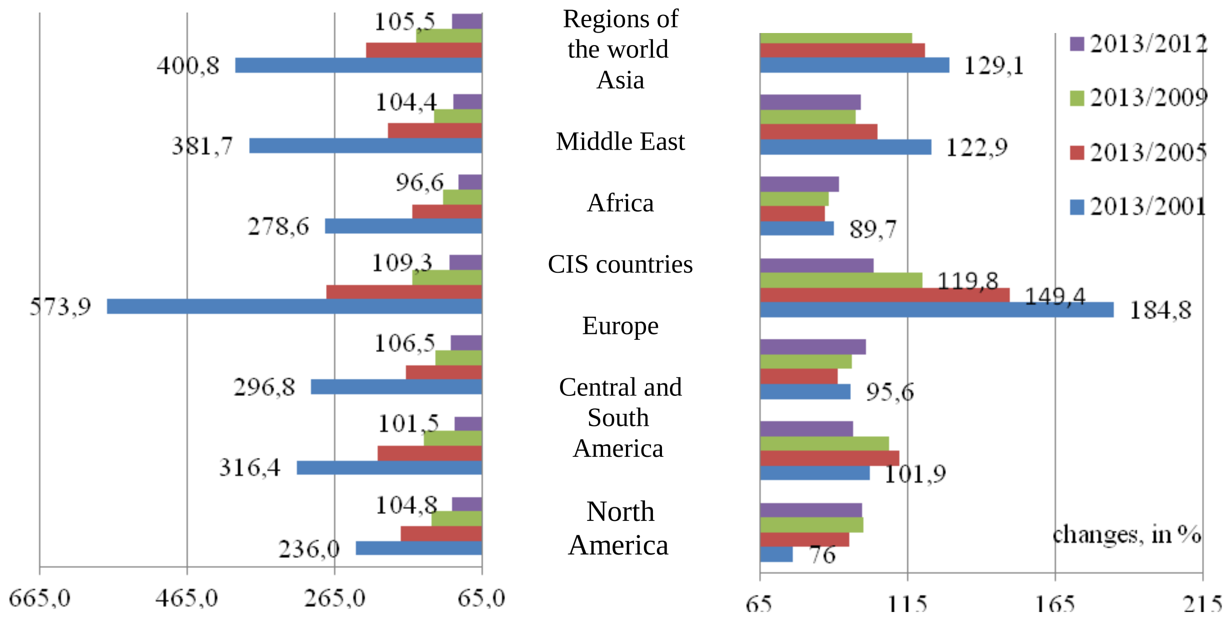


Fig.4. Percentage rate of the dynamics ofthe total volume of regional exports of services (left) and their parts (right) in the structure of the world export services (developed by the author by sources [21])

The highest growth rates of export of commercial services in 2013 were achieved by leading European traders in the Netherlands – 12% (vs. (– 3%) in 2012), France – 10% (compared to 8% decline in 2012), Germany – 8 %, Spain – 6% and the United Kingdom – 2% [23]. The United States kept the growth rate at 5%.

Among the Asian countries the slowing down of export of commercial services by one percentage point compared to the previous year was observed in China – 7% and in India– 4% and Japanese exports of services recovered after its stagnation in 2012 and gained an increase of 2%. High growth rates of export of commercial services among Asian countries were achieved at the expense of Cambodia as a leading exporter of tourism, Bangladesh as a new exporter of information and communication technologies and Afghanistan by extending construction services for non-residents.

Almost all the service sectors apart from building services showed an increase in 2013 year (Fig. 5). Tourism and transport services in sum total make up 45% of total exports of commercial services. Among other commercial services the following types of services showed high growth in 2013: cultural and personal – by 14.3%; business services – by 11.2%; financial, computer and information – by over 9.0% [23]. With the growth of the volume of transport services from $785bln. in 2009 to $905bln. in 2013, their share dropped from 21.8%  to 19.5% and at the same time the highest chain growth by 9.6% was observed in 2009 (Fig. 6).

Tourism accounts for about a quarter of global services with a decrease of share from 26.1%  in 2009 to 25.6% in 2013, their volume is growing every year and high growth rates were in 2009 to 10.6% and in 2013 by 7.1%, with an average growth rate of 6.1% in 4 years (Fig. 6) [23].

In 2013 the amount of the other business services reached26.9% of the total world exports of services with the annual average growth rate by 10%, for

2009-2013 with the exception of 2012 growth of 2.3% due to the reduction in transport and travel services.

Among other commercial services computer and information services are characterized by a stable growth rate of 6.1% andthere can be noticed a decrease in the total amount of services per US $10 billion. The export of computer and information services grew twice higher than in 2012, including telecommunication services withthe increase by 9% at the expense of Europe and Asia which together account for more than 75.0% (Fig. 7) [23].

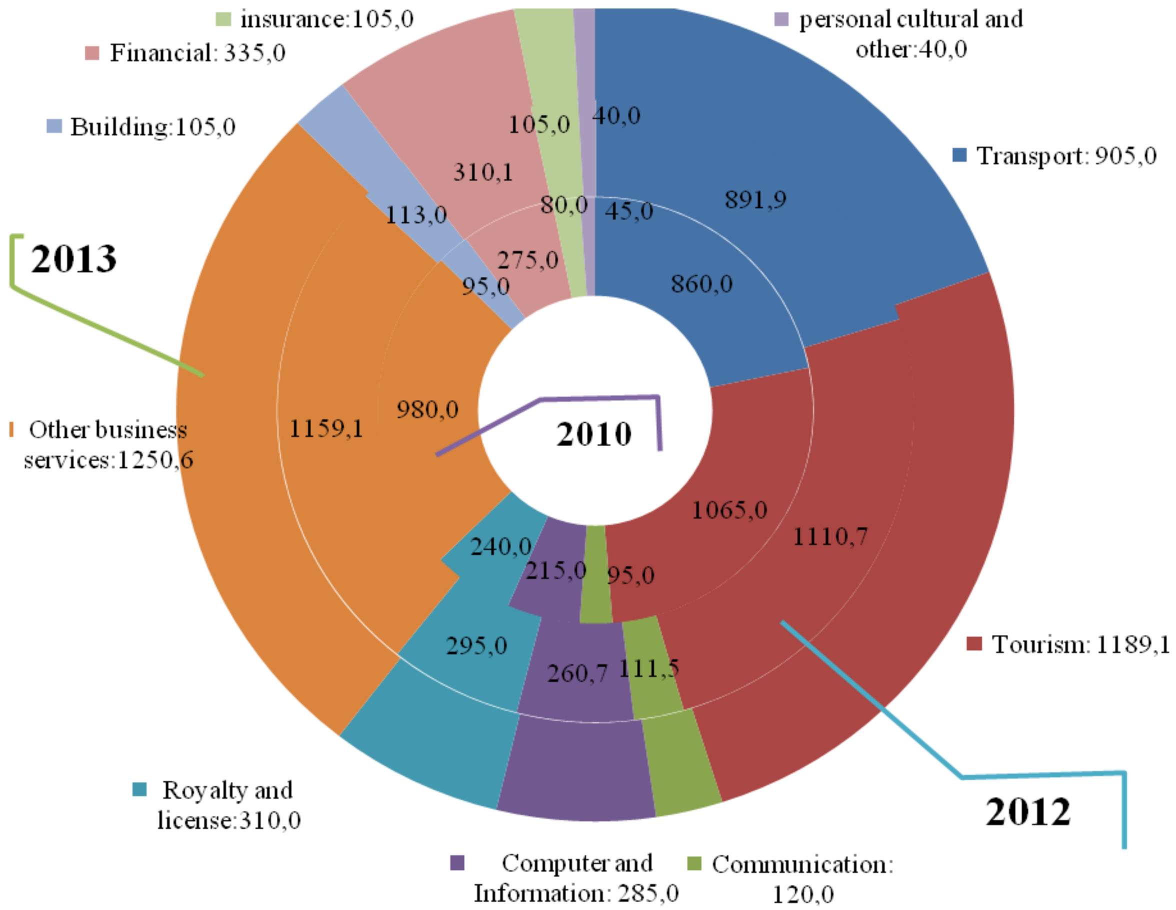


Fig.5. The structure of the world service in 2010 and 2012-2013 in US $ billions (developed by the author by sources [23])

Financial services had an average increase of 7.3% for the period that is analyzed, but in 2012, they have suffered from a sharp decline, and in 2013 showed an increase in exports by 9%. Export insurance remained at 2012 while the share reduced to 2.3% because of the decreased revenues from Europe. European countries have achieved high export development and keep their leading positions in all kinds of services with the global share of some of themranging from 38.8% to 70.0% (Fig.7) and making up the following: tourism – 38.8%; royalty and license – 42.0%; transportation and business services – 47.8% and 49.9% respectively; up to 60% in the financial sector (53.7%), construction –(55.7%), communication and insurance – 57.8% and 59.8% respectively and 70% – personal, cultural, recreational and others.

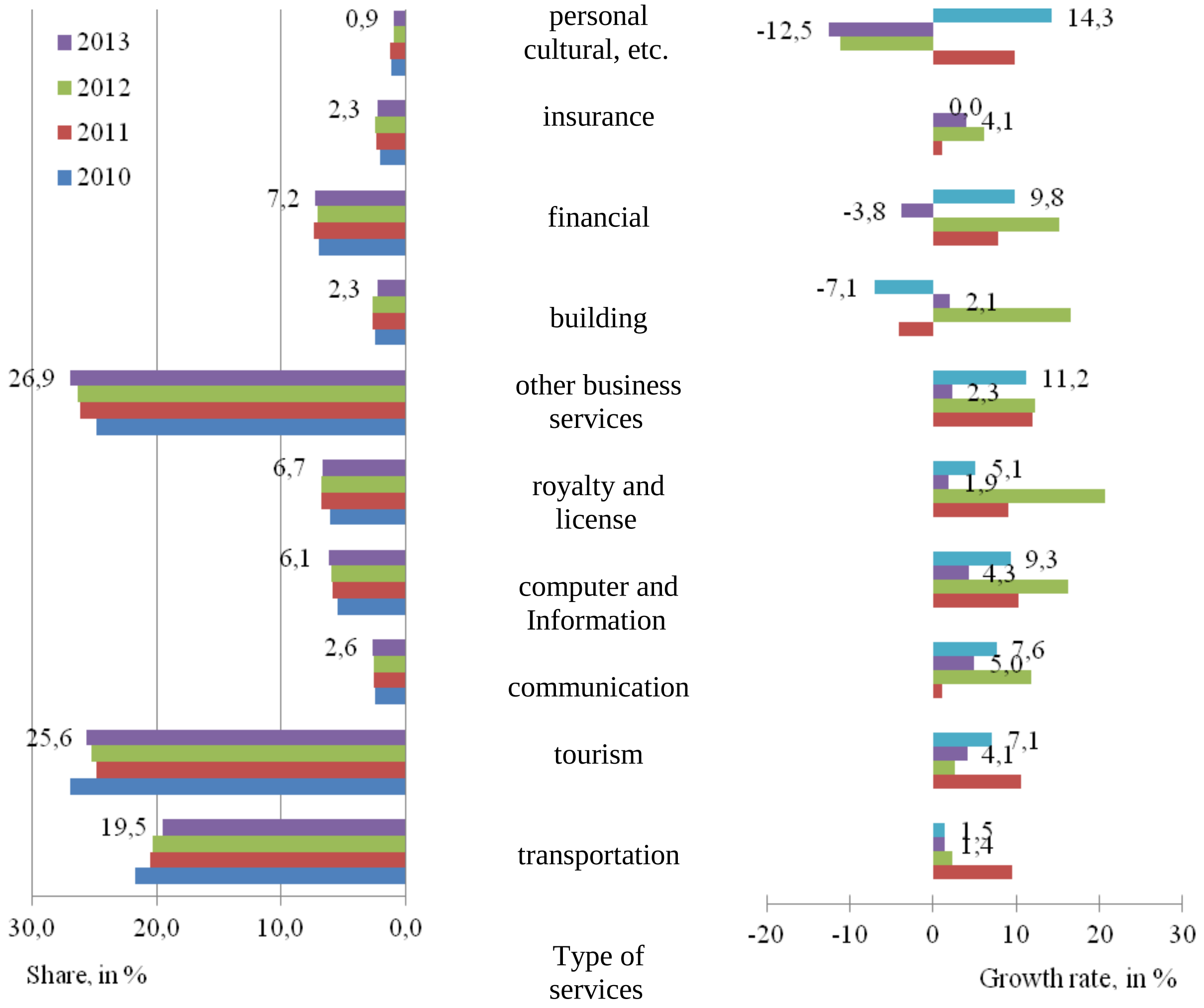


Fig.6. Structural changes of shares of the world exports of services for 2010–2013 years (left) and their growth rate (right), in percentage rate (developed by the author by source [23]).

The increasing role of Asia should be noted in the geographical structure of the world services in 2013. They make up about 30% of transport, computer, business, tourism and construction services, the share of other servicesranges from 13.2% to 16.3%.

In 2013 North America (at the expense of the US and Canada)is the undisputed leader in royalty and license export in the world marketwith the share of 43.2% and takes the second place in exports of financial and insurance services, giving place to only Europe with its 26.3% and 19.7% of financial and insurance services respectively.

Most of the leading exporters of transport services showed a significant reduction in 2013 compared to the previous year due to a sluggish growth in trade of goods: Russia (1.6% of world exports) reduced the growth rate to 8% compared to 10% in 2012; in Asia the Republic of Korea, in particular, decreased exports by 12% mainly because of the decline in the exports of marine transportation;China and Indiareduced their volume by 3%; Singapore (4.9%) slowed downits export growth to 2%. The United States with a share of 9.5% of the world exports of transport services, export revenues increased by 4%;it’s the second yearsince Norway has shown the decline of 9%.

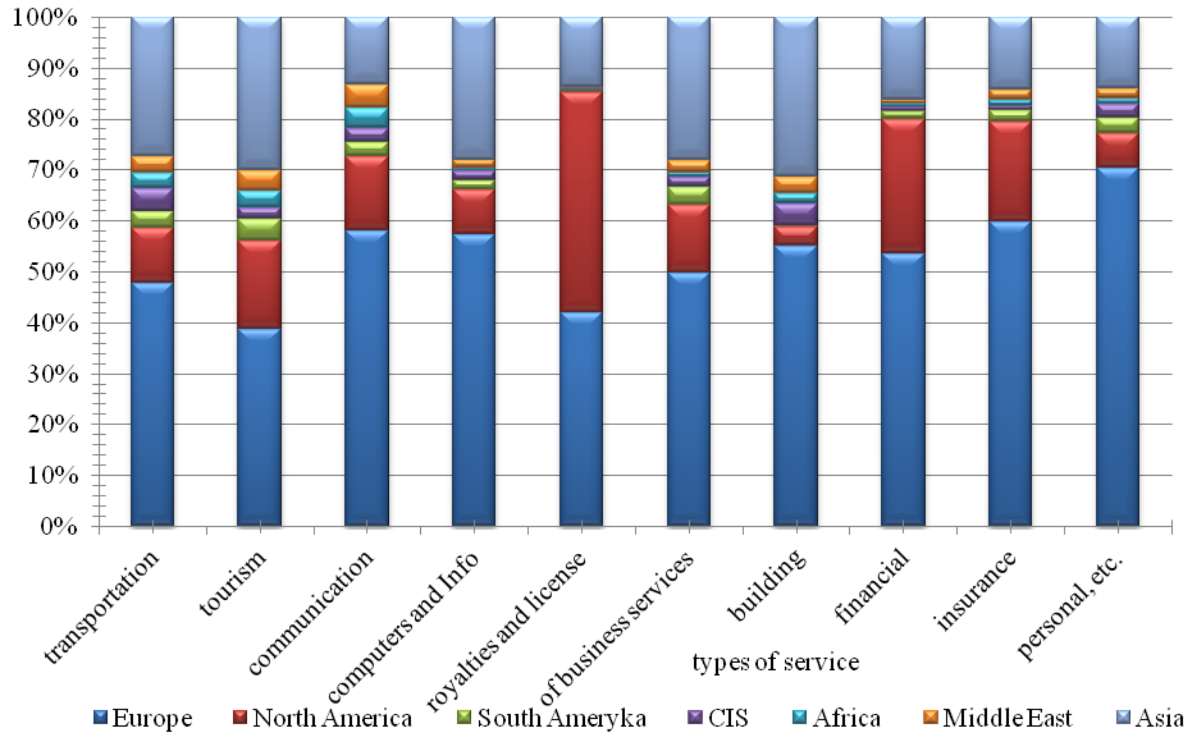


Fig.7. Specific structure of the world services in 2013 by regions in percentage rate (developed by the author by source [23])

In 2013 Ukraine carried out foreign trade of services with its partners from 223 countries[20]. The growth of services in the structure of exports of services in Ukraine and positive balance up to 2013 had a steady trend and influenced the growth of its share in GDP to 10.9%; 11668 thousand employees were involved in the service sector (55.6% of total employment) and the total contribution of the service sector tothe GDP of the country was 16.2% [20, 25].

There was a growth of exports and imports of services in all destinationsin 2013. The main trade partners of Ukraine are the EU and CIS countries. But at the same time in comparison with the year 2012the share of CIS exports decreased by 3.5 percentage points and accounted for 40.8%, imports increased by 1 percentage points and was 19.6%. The share of EU countries in both exports and imports increased by 0.7% percentage points and 0.8% percentage points and accounted for 29% and 55.9%.

However, a significant part of Ukrainian exports of services refers to Russian Federation. Among the main trade partners who received services from Ukraine there should be noted Switzerland, the UK, the USA, Germany, Cyprus and Belgium. [20, 25].

The formation of the positive balance was affected mainly by the volume of transport services, material resources processing services, telecommunication services, computing and information services.

Transport which had from 50% to 49% of the total Ukrainian exports of services up to 2006 and during 2010–2011 and since 2012 having shown a rapid decline up to 41.8% still remains the main exports of services in the world market. For 10 years the volume of services has increased in 1.8 times from US $4.0 bln to US $ 8.1bln (table. 2).

In 2013 reducing of the volume of exports in Ukraine was 5.0% against $ 8.5 bln in 2012 and it cut its global share from 0.1% to 0.9% compared to the previous year due to decrease in the transportation of electricity by 98% by sea, river and air transportation of Ukraine. In 2013the export revenues of air services made up$1.3bln (16.1%); railway services – $1.6 bln. (19.4%); sea transportation – $1.1 bln. (13.5%); transport by road – $0.5 bln. (5.8%) and pipeline services (40.2%). The balance of pipeline transport was $3.3 bln., goods processing export services– $1.7 bln; railway transport – $1 bln.; marine transport – $0.9 bln; air transport and computer services – by $0.7 bln.

The important part of Ukrainian export is tourism, which had been growing rapidlyby 2008 year from $2.5 bln. to $2.8 bln. but stillhas not exceeded the performance of the year 2008,affected by the global financial crisis more and more Ukrainianstend to choose domestic tourism[25].

Table 2

The structure of Ukrainian exports of services for the years 2004–2013 in percentage rate (developed by the author by sources [23])

| Type of service | Years | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 |
| Transport | 53,3 | 50,6 | 50,0 | 44,7 | 43,9 | 47,7 | 49,1 | 49,5 | 45,5 | 41,8 |
| Tourism | 33,3 | 34,8 | 32,4 | 33,7 | 33,5 | 27,7 | 23,9 | 23,6 | 25,7 | 26,3 |
| Communication | 1,3 | 2,2 | 2,8 | 2,2 | 1,7 | 3,1 | 3,1 | 3,3 | 2,7 | 3,1 |
| Computer and Information | 0,0 | 0,0 | 0,9 | 1,5 | 1,7 | 2,3 | 2,5 | 3,8 | 5,3 | 7,2 |
| Royalty and license | 0,0 | 0,0 | 0,0 | 0,0 | 0,0 | 0,8 | 0,6 | 0,5 | 0,5 | 1,0 |
| Business Services | 6,7 | 9,0 | 11,1 | 12,5 | 13,3 | 12,3 | 15,7 | 15,4 | 16,0 | 16,5 |
| Building | 0,0 | 1,1 | 1,9 | 0,7 | 1,2 | 1,5 | 1,3 | 1,6 | 1,6 | 1,5 |
| Financial | 0,0 | 0,0 | 0,9 | 2,2 | 2,9 | 3,1 | 3,1 | 1,6 | 1,1 | 2,1 |
| Other | 5,3 | 2,2 | 0,0 | 2,2 | 1,7 | 1,5 | 0,6 | 0,5 | 1,6 | 0,5 |
| Total | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 |

The appearance of new business services gradually replaces traditionalones and occupies a significant place in Ukrainian exports of services in the global market which is confirmed by their growth from $ 0.5 to $ 3.2 billion (with a share of 16.5% in 2013 versus 6.7% in 2004) in 6.4 times for 10 years.

The amount of the three above-mentioned types of services accounted for over 87.0% of the total Ukraine’s exports of services before 2012. The volume of other services during this period has increased inmore than 2 times from 6.7% in 2004 to 15.5% in 2013. There should be particularly noted the growth of computing and information services which exceeded $ 1.4 billion US dollars in 2013 and are a part of exports requiring further development.

With constructed forecaston exports and imports of services based on the embedded linear trend it can be seen that the export growth rates will significantly exceed imports, i.e. there is still a positive trend ofthe external trade balance of services in Ukraine. (Fig. 8).

The volume of exports of services in 2015 will reach $15,259 billion dollars, with the value of approximationreliability$R^2$ = 0,9067and by the multigranded trend –$15,2 billion dollars with the validity of approximation $R^2$ = 0,9251, the volume of imports is expected to be US 8,124 billion dollars.

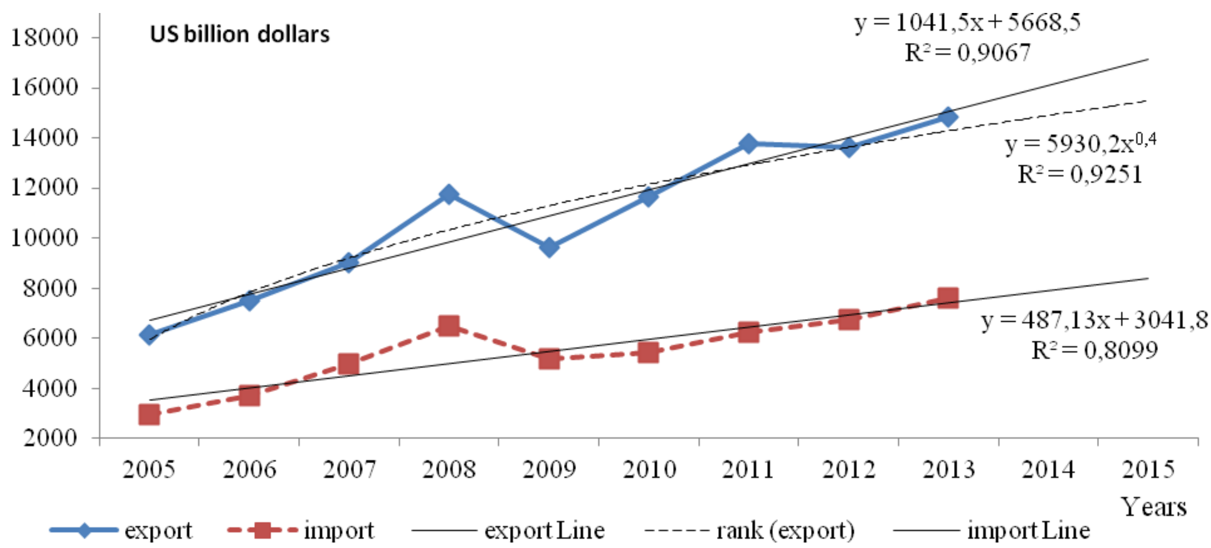


Fig. 8. The forecast on exports and imports of services in Ukraine till 2015 in US billion dollars (developed by the author).

The internal factors of Ukraine's foreign trade development during the years of 2008–2014 were mainly determined by adapting to the world and national economic and political changes and determined the conditions of the development of the economy.

The notorious events of the year 2014such as Maydan, separation of the Crimea, the War on the East, energy and gas supply problems, political and social instability, lack of a clear strategy for structural changes in the economy;poor financial mechanism for state support of exports;low level of investment in innovative modernization of export-oriented industries; high costs connected with external debt; unfavourable export credit terms; slow resistance to speculations on VAT return; increasing risks which haveeven more complicated the solution of national problems of bribery, bureaucracy, discrepancy to the modern realitiesof the legislative and executive authorities, tax laws, lack of public and bank guarantees, the collapse of the hryvnia, reduced solvency of the population and others, makea negative impact on the investment and innovation processes in the economic development of Ukraine and the service sector in particular.

So, Ukrainian economy will grow mainly under the influence of foreign business cycles and periodic currency and financial crises that will accompany sudden changes in the trade or paymentbalance unlessthe reforms on modernization are deepened to promote the transition to the investment model of economic growth. As far as the degree ofthe development of services is the criterion of the development of the society and the process of satisfying needs sets up a certain standard of the quality of life to which we all should strive for.

## REFERENCES (TRASLATED & TRANSLITERATED)

1. Mangushev D. V. Uslugi kak indicator rosta makrojekonomicheskih pokazatelej stran [Services as an Indicator of Growth of Macro-economic Indicators of Countries]/ D. V. Mangushev. // BIZNES INFORM / H. : Inzhek, 2014. – № 2. – S. 87–91

2. Inozemtsev V. L. Sovremennoe postindustrial'noe obshchestvo: priroda, protivorechija, perspektivy [Modern Post-industrial Society: Nature, Conflicting views, Prospects] / V. L. Inozemtsev. – M. : Logos, 2000. – 60 s.

3. Kostina A. V. Tendentsii razvitija kul'tury informatsionnogo obshchestva: analiz sovremennyh informatsionnyh i postindustrial'nyh kontseptsii. [Tendencies of the Development of Culture of Information Society:

Analysis of Modern Information and Post-industrial Conceptions] Informatsionnyj gumanitarnyj portal «Znanie. Ponimanie. Umenie» 2009 – № 4 – http://www.zpu-journal.ru/e-zpu/2009/4/Kostina_Information_Society.

4. Budilovskaja O.A., Bazhenova T.L. Sovremennoye sostojaniye struktury mezhdunarodnogo rynka uslug [Modern State and Structure of the Services of International Market]// VESTNIK OGU № 13 (149)/dekabr'`2012. – S. 49 – 55 // http://vestnik.osu.ru/2012_13/9.pdf

5. Morgulets O. B. Menedzhment u sferiposlug: navch. posib. [Management in the Service Sector] / O. B. Morgulets. – K. : «Tsentr uchbovoyi literatury», 2012. – 384 s.

6. Rakhman M. S. Statistika rynka tovarov i uslug [Statistics of Goods Market and Services]: uchebnoe posobie / M. S. Rakhman. – H. : HNU imeni V. N. Karazina, 2013. – 178 s.

7. Mezhdunarodnyj rynok uslug [International Market of Services]: uchebnik / Pod red. V. A. Chernenko. – SPb. : Nestor-Istorija, 2011. – 212 s.

8. Goncharuk K.V. Posluga jak ekonomichna kategorija [Services as an Economic Category]/ Zbirnyk naukovyh prats Vinnytskogo natsionalnogo agrarnogo universytetu.Serija Ekonomichni nauky / Redkolegija: Kaletnik G.M. (golovnyj redaktor) ta inshi. – Vinnitsja, 2011. Vipusk 2 (53), tom 2. – S. 24–28

9. Ekonomichnyj entsyklopedychnyj slovnyk [Economic Encyclopedic Dictionary] : U 2t. T.2 / Za red. S.V. Mochernogo. – Lviv : Svit, 2005. – 616 s.

10. Balabanov I.T., Balabanov A.I. Vneshnej ekonomicheskie svjazi [External Economic Relations]: ucheb. posobie. – M. : Finansy i statistika, 2000. – 512 s.

11. Pavlenko I. I. Mizhnarodna torgivlja ta investytsiï [International Trade and Investment of Capital]: navchalnyj posibnyk/ I. I. Pavlenko, O. V. Varjanychenko, N. A. Navrotska. – K. : Tsentr uchbovoï literatury, 2012. – 256 s.

12. Liberalizing International Transactions in Services: a Handbook. UNCTAD.World Bank. – Geneva, 1994.

13. Kotler F. Osnovy marketinga [Fundamentals of Marketing], 4-e evropejskoe izdanie / Armstrong, Gari, Vong, Veronika, Kotler, Filip, Sonders, Djo: Per. s angl. – M. : OOO «I.D. Vil'jams», 2010. – 1200s. : il. – Paral. tit. angl. VTO

14. Rumjantsev A.P., Kovalenko Ju.O. Svitovyj rinok poslug [World Market of Services]: Navchalnyj posibnyk. – K. :Tsentr uchbovoyi literatury, 2006. – 456 s.

15. Fomichev V.I. Mezhdunarodnaja torgovlja [International trade]^ uchebnik / V.I. Fomichev. – M. : Infra, 1998. – 458 s.

16. Rozhdjestvenska L. G. Statystyka rynku tovariv I poslug [Statistics of Goods Market and Services]: Navch. posib. – K. : KNEU,2005. — 419 s.

17. Kurs socialno-ekonomicheskoj statistiki. [The Course of Socio-Economic Statistics] / Pod red. Nazarova M.G. http://www.std72.ru/dir/statistika/kurs_socialno_ehkonomicheskoj_statistiki_pod_red_nazarova_m_g/226

18. Dahno I. I. Mizhnarodna torgivlja [International Trade]: [Navch. posib. dlja stud. vyshch. navch. zakl. ] / I. I. Dahno; Mizhregion. akad. upr. personalom. — K. , 2003. — 292 s.: tabl.

19. Zovnishno ekonomichna dijalnist [External Economic Activity]: Navch. Posibnyk/Za red. Kozaka Ju.G., Logvinovoy N.S., SivachenkaI.Ju., – K. : – CUL, 2006. – 792 s.

20. Zovnishnja torgivlja Ukrainy tovaramy ta poslugamy u 2013 rotsi [Foreign Trade of Ukraine’s commodities and services in 2013]: zbirnyk /Derzhavna sluzhba statystyky Ukrainy // EKSPORT I IMPORT POSLUG http://ukrstat.org/uk/operativ/operativ2005/zd/zd_rik/zd_u/zd_met.html

21. Generalna ugoda pro torgivlju poslugamy SOT vid 15.04.1994 № 981017 [General Agreement about Trading in Services of WTO of 15.04.1994

№ 981017] // Ofitsijnyj visnyk Ukrai'ny – № 84, st. 2989. – 2010 – S. 482. – Rezhym dostupu:  http://zakon.rada.gov.ua/go/981_017

22. Marketyng [Marketing]: pidruchnyk / A. F. Pavlenko, I.L. Reshetnikova, A.V. Vojchak ta in.; za red. A. F. Pavlenka. – K. : KNEU, 2008. – 600 s.

23. World Trade Organization. World Trade 2012, Prospects for 2013 / 10 April 2013. [Jelektronnyj resurs]. – Rezhim dostupa: www.wto.org

24. World Bank // [Jelektronny jresurs] – Rezhim dostupa/ http://go.worldbank.org/

25. Rakhman M.S., Rakhman Je.M. Analiz stanu ta perspektyv rozvytku zovnishn'oi' torgivli Ukrainy [Analysis of the Conditions and Prospects of Development of Foreign Trade of Ukraine]/ M.S. Rakhman, Je.M. Rakhman // Globalni ta lokalni problem socialno-ekonomichnogo rozvytku Ukrainy: kolektyvna monografija. – H. : HNU imeni V.N. Karazina, 2013. – 500 s. (205–222)

ПЕРЕЛІК ВИКОРИСТАНИХ ДЖЕРЕЛ

1. Мангушев Д. В. Услуги как индикатор роста макроэкономических показателей стран / Д. В.  Мангушев. // БІЗНЕС ІНФОРМ / Х. : Інжек, 2014. – № 2. – С. 87–91

2. Иноземцев В. Л. Современное постиндустриальное общество: природа, противоречия, перспективы / В. Л. Иноземцев. – М. : Логос, 2000. – 60 с.

3. Костина А. В. Тенденции развития культуры информационного общества: анализ современных информационных и постиндустриальных концепции Информационный гуманитарный портал «Знание. Понимание. Умение» 2009 № 4 - http://www.zpu-journal.ru/e-zpu/2009/4/Kostina_Information_Society/

4. Будиловская О.А., Баженова Т.Л. Современное состояние и структура международного рынка услуг // ВЕСТНИК ОГУ № 13 (149)/декабрь`2012. – С. 49 – 55 // http://vestnik.osu.ru/2012_13/9.pdf

5. Моргулець О. Б. Менеджмент у сфері послуг : навч. посіб. / О. Б. Моргулець. – К. : «Центр учбової літератури», 2012. – 384 с.

6. Рахман М. С. Статистика рынка товаров и услуг: учебное пособие / М. С. Рахман. – Х. : ХНУ имени В. Н. Каразина, 2013. – 178 с.

7. Международный рынок услуг : учебник / Под ред. В. А. Черненко. – СПб. : Нестор-История, 2011. – 212 с.

8. Гончарук К.В. Послуга як економічна категорія / Збірник наукових праць Вінницького національного аграрного університету. Серія Економічні науки / Редколегія: Калетнік Г.М. (головний редактор) та інші. – Вінниця, 2011. Випуск 2 (53), том 2. – С. 24–28

9. Економічний енциклопедичний словник : У 2т. Т.2 / За ред. С.В. Мочерного. – Львів : Світ, 2005. – 616 с.

10. Балабанов И.Т., Балабанов А.И. Внешнеэкономические связи: учеб. пособие. – М. : Финансы и статистика, 2000. – 512 с.

11. Павленко І. І. Міжнародна торгівля та інвестиції : навчальний посібник / І. І. Павленко, О. В. Варяниченко, Н. А. Навроцька. – К. : Центр учбової літератури, 2012. – 256 с.

12. Liberalizing International Transactions in Services: a Handbook. UNCTAD. World Bank. - Geneva, 1994.

13. Котлер Ф. Основы маркетинга, 4-е европейское издание / Армстронг, Гари, Вонг, Вероника, Котлер, Филип, Сондерс, Джо: Пер. с англ. – М. : ООО «И.Д. Вильямс», 2010. – 1200с. : ил. – Парал. тит. англ. ВТО

14. Румянцев А.П., Коваленко Ю.О. Світовий ринок послуг: Навчальний посібник. – К. : Центр учбової літератури, 2006. – 456 с

15. Фомичев В.И. Международная торговля : учебник / В. И. Фомичев. – М. : Инфра, 1998.– 428 с.

16. Рождєственська Л. Г. Статистика ринку товарів і послуг: навч. посіб. – К. : КНЕУ,2005. – 419 с.

17. Курс социально-экономической статистики. / Под ред. Назарова М.Г.http://www.std72.ru/dir/statistika/kurs_socialno_ehkonomicheskoj_statistiki_pod_red_nazarova_m_g/226

18. Дахно І. І. Міжнародна торгівля: [Навч. посіб. для студ. вищ. навч. закл. ] / І. І. Дахно; Міжрегіон. акад. упр. персоналом. — К. , 2003. — 292 с.: табл.

19. Зовнішньоекономічна діяльність: навч. посібник /За ред. Козака Ю.Г., Логвінової Н.С., Сіваченка І.Ю., К. : - ЦУЛ, 2006. – 792 с.

20. Зовнішня торгівля України товарами та послугами у 2013 році: збірник /Державна служба статистики України // ЕКСПОРТ І ІМПОРТ ПОСЛУГ http://ukrstat.org/uk/operativ/operativ2005/zd/zd_rik/zd_u/zd_met.html

21. Генеральна угода про торгівлю послугами СОТ від 15.04.1994 № 981017 // Офіційний вісник України – № 84, ст. 2989. – 2010 – С. 482. – Режим доступу: http://zakon.rada.gov.ua/go/981_017

22. Маркетинг : підручник / А. Ф. Павленко, І. Л. Решетнікова, А. В. Войчак та ін.; за ред. А. Ф. Павленка. – К. : КНЕУ, 2008. – 600 с.

23. World Trade Organization. WORLD TRADE 2012, PROSPECTS FOR 2013 / 10 April 2013. [Электронный ресурс]. – Режим доступа: www.wto.org

24. World Bank // [Электронный ресурс] - Режим доступа / http://go.worldbank.org/

25. Рахман М.С., Рахман Є.М. Аналіз стану та перспектив розвитку зовнішньої торгівлі України / М. С. Рахман, Є.М Рахман //

Глобальні та локальні проблеми соціально-економічного розвитку України: колективна монографія. – Х. : ХНУ імені В.Н. Каразіна, 2013. – 500 с. (205–222)