

SECTION 1. ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

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FEATURES OF SERVICES AND THEIR INFLUENCE ON THE PRODUCTIVITY IN TERMS OF POST-INDUSTRIALISM

The productivity of economic entities is one of the key problems that are considered by economic theory. Given the theoretical and applied importance of research of a concept of productivity, it is quite debatable, especially in terms of the post-industrial development of the modern economic system. Constantly there are special questions and challenges regarding the very essence and significance of this category, its area of application.

Considered by us within the research concepts of productivity are peculiar to an industrial economy and are used for standardized tangible products. The very essence of service causes some problems concerning its use. Based on the identified earlier features of service as a socio-economic phenomenon, specific features of service that directly influence its productivity are determined.

Such a scientific approach to attracting internal characteristics of service provides simple criteria for describing the productive activity and separately considers the influence of the main characteristics on economic changes such as productivity, production volume, innovativeness, etc.

Service intangibility has a significant influence on determination and evaluation of productivity.

Inseparability, in turn, means that consumer is an important participant in the service production process. In terms of post-industrialism, the consumer's attraction to the service production increases, the consumer's special assets are also involved, as we have described before.

The short life of service in the context of its influence on productivity means that the result of service production should be considered not only statically but also in movements. Results of service have an influence on the customer during a certain period of time, thus it is necessary clearly distinguish production process and its short-term effect from the result of service or its middle and long-term influence on the effect for the customer.

Heterogeneity of service also significantly distin-

guishes it from standardized tangible products. Service is a specific action, transformation, socio-economic construction. They are characterized by such features as continuity, equality of access, the fairness of provision.

Let us pay a special attention to the so-called extra features of service as a socio-economic phenomenon, which are peculiar to it in terms of the post-industrial development of the economy when certain types of service serve as public benefits, have to satisfy peculiar needs of the people and are characterized in the scientific literature as non-market.

In our work, we considered an issue of service productivity. Analysing service sphere, this economic category faces certain analytical complexities. Challenges and problematic issues outline prospects for further researches of service productivity. In particular, possibilities of using its multiple-factor measuring methods.

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