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# METHODOLOGY AND PRACTICE ASPECTS OF SERVICE IN AGROCULTURE

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**Abstract**

This article discusses the methodological and practical aspects of service in the agricultural industry. The second part presents the result of econometric analyzes and evaluates the prognostic quality of the developed econometric model.

**Key words**: Agriculture, Service, Causal factor, Impact factors, Econometric model and Model evaluation.

## 1. Introduction

It is customary to call a service any event, activity or benefit that one of the parties can offer to the other side and which is basically intangible and does not lead to mastery of anything (Knyshova, 2009).

The service sector and the service as a rather complex social and economic phenomenon are the objects of study of various sciences: economics, marketing, management, sociology, law, informatics, psychology and other sciences (Simonyan, 2011). In the process of researching the service sector, within the framework of serviceology and research paradigms, each of which is aimed at designing and comprehensively providing and individual aspects of the service that are most significant for a particular practical or scientific field, the principles and technologies of interaction between the producer and consumer of the service are developed, effective mechanisms for managing such interaction are identified.

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However, it can be recognized that at present there is no complete theory of services that would systematize the available methodological and practical approaches to the study and management of this area (Simonyan, 2011). This additionally confirms the relevance of this article and its focus on the formation and development of a number of important theoretical provisions of service science, which illuminates the scientific basis of the service sector, exploring the essence of such services from different points of view.

The development of a holistic theory of the service sector would help to solve not only theoretical and methodological problems that occur in this area, but also many practical issues that are caused by the features of the service as a structural element of the functioning of post-industrial economies and society.

## 2. Literature Review

In the process of research and the practice of providing services, it should be borne in mind that the features of the service sector often do not allow the application of regulatory documents that are used effectively enough to regulate commodity-money relations in the markets of traditional goods and services (Simonyan, 2011).

Due to the fact that the service sector is an important area of development of the post-industrial economy, its development attracts the attention of scientists (Knyshova, 2009; Simonyan, 2011; A1ra1oua, 2015). The service sector is seen as part of a global society and consumption processes (A1ra1oua, 2015). It is noted that the development and development of the conceptual foundations of the theory of services, which could become a unifying principle of research in different subject areas and could be the basis for the development of effective management mechanisms in the service sector, is relevant and practically important (A1ra1oua, 2015). Therefore, there is a need to develop the theoretical aspects of the services sector in railway transport from its theoretical sources - to determine the nature and specificity of services in railway transport.

The service sector is part of the economy, which includes the development and provision of all types of commercial and non-commercial services. In the modern economy and society, the service sector is gaining momentum and is becoming a key sector in the development of the economy and the non-profit sector. It is the service sector that makes up the bulk of the economy in economically developed countries.

With various approaches, the service sector can be defined as:

- Part of the economy, which includes all types of commercial and non-commercial services.
- Summary generalizing category, including reproduction of various types of services provided by legal entities and individuals. The remaining structural elements (parts) of the economy are considered production (industry) and agriculture.

In the 21st century, the service sector can be attributed to the post-industrial economic structure due to its active participation in the development of modern infrastructure. Moreover, it is the service sector in economically developed countries that makes up the bulk of the economy in terms of the number of employees (more than 60 %) and is developing particularly intensively.

A service can also be defined as the use value of labor not as a product - the result of a previous activity, but as an activity itself; intangible action that does not lead to possession of something. The provision of services may be related to a tangible product or customer service technology in rail transport. The service is characterized by the following specific features.

A service as a way and instrument of satisfying economic, social or technical needs can be characterized by its features, advantages and disadvantages. One of the distinguishing characteristics and features of a service is its intangibility (intangibility).

The continuity of the production and consumption of services is determined by the fact that a significant part of the services is such that in them the process of production, distribution and consumption of the service is combined in time and space.

At the same time, as industrialization and the development of high technologies take place, in the service sector, the production stage is actively separated from the distribution and consumption stage.

In addition, in the context of new communication technologies, many types of services either take the form of a product or exclude contact between the service producer and its consumer.

Variability in the quality of services is determined by the fact that a significant proportion of services is provided to the client directly by an employee of an organization or institution in the service sector. Moreover, the quality of the services provided to a decisive degree depends not only on stable factors, but also on many changing, including random factors. In addition, the quality of the service is influenced by the mass of related circumstances (speed of service, the complex nature of the service and its complementarity with other types of services, etc.). These features and circumstances of the provision of services make it difficult to determine and establish standards for the quality of services. However, it is in this direction that the main efforts are made to

achieve a consistent quality of services. Variability of quality is also associated with the individual nature of many types of services, the dependence of the required quality of the service on the individual requests of a particular consumer.

The non-conservation of a service, as its property and characteristic, is to a certain extent determined by the continuity of its production, distribution and consumption. The non-persistence of a service can also be affected by the need for personal contact between the service provider and the client. Non-persistence of a service significantly affects the process of its distribution. Unserved services limits the ability to use seasonal and other fluctuations in demand over time, leading to a certain overabundance of capacity of enterprises in the service sector in certain periods of time.

Considering the above-mentioned features of the service, the following characteristics of its provision can be distinguished: requirements for the service should be clearly defined as characteristics that can be observed and evaluated by the client (consumer); in most cases, service management and service delivery characteristics can only be achieved by providing control of the service delivery process.

The characteristics of a service or the process of its provision (provision) can have a qualitative (consists in a comparison in quality) and a quantitative measurement depending on the purpose, how and by whom the assessment is made (service organization, consumer, etc.).

In the modern scientific literature, considerable attention is paid to the study of the category of “service”. The work clarifies the economic nature of services, clarifies the economic interpretation of this category, identifies promising areas of the entire service sector within the framework of the market transformation of society. Given the complexity and conventionality of interpreting such a multifaceted concept of what a service is, the following economic definition of a service can be proposed: a service is an economic activity aimed at meeting the needs of customers - individuals and / or legal entities - by providing them with spiritual, social, material benefits or creating conditions for the consumption of these goods.

**3. Theoretical frames of agro service**

A service can be considered as a specific product, the result of actions that is intangible in nature, produced at the request of the consumer (customer), which is expressed in a change in the conditions of consumption of the product or in a change in the state of the consumer. In the scientific support of the service sector, research is being conducted, in particular, aimed at the placement of service organizations (Alpatova, 2015). The natural-scientific foundations of service - serviceology — are also developing. The term "servisiology" is already used in the works of Anastasia Smolina (Ph.D., VSPU, VUI). However, a scientific theory of service sufficient for scientific development has not yet been formed and is not sufficiently developed.

Many topical issues in the development of the service sector cannot be solved without a theoretical understanding of the essence of services and the development of the scientific theory of services (servisology). Moreover, such studies will have not only theoretical, but to a large extent, applied value, since the specifics of production technology in the service sector, resource component and target setting directly determine the management and marketing system in the service sector. Technological features of the production of various types of services are directly related to the problems of the formation and establishment of standardization systems. The issues of unification, standardization and certification in relation to the service sector should be considered the most difficult to develop. In modern publications devoted to services, a lot of attention is paid to quality management, models of the quality of services are given, the stages of measuring quality are described using various methods, however, the question of what is the quality of a service still remains relevant.

A mandatory element of the theory of services can be recognized as the study of the economic foundations and characteristics of their production, provision and consumption within

the framework of a market economy. The presence of manufacturers of services - organizations (enterprises) of different ownership forms, legal forms relating to various sectors of the economy, requires differentiated approaches to the scientific setting of goals and determining the strategy of their activity, the formation of sources of resource support for the activity, the construction of criteria for the functioning efficiency, and the provision of adequate personnel policy and creating a system of relations with external participants in the process of production of services. An important part of servology as a general theory of services should be such an integral componentthe functioning of this sphere, as financial management and a mechanism for ensuring the production of services.

When developing a general theory of services (serviceology), it is necessary to take into account the specifics of this field of activity, which is determined by the technological process, business objectives, resources and sources of financing, personnel policy, consumer segment, management techniques and marketing concepts, features of promotion and communication, and often the form of ownership .

The consideration of services as legal entities is also an important element in the ongoing research. It should be noted that a sufficient number of publications is devoted to the service as an object of civil rights. However, scientists still do not agree on how the work differs from the service and what is the peculiarity of each of them as objects of civil rights. This issue is not only of theoretical value, but its resolution can significantly affect the practice of business in the service sector, as types of contracts for the provision of various services depend on it.

In the list of the main conceptual areas that could be included in service science as a general theory of services, the most relevant are areas related to economics and management in the service sector. Both domestic and foreign researchers show interest in the problems of developing service science, who consider theoretical and applied issues of economics and management in the provision of services in their work. Nevertheless, despite the growing interest in these problems, there is still no consensus on various aspects of the management of the service sector. There is also no complete unity of researchers at the level of terminological foundations of the service sector - a set of terms related to this field.

In this case, the object of the general theory of the service sector should be the service sector and the service itself, regarded as a specific product and an object of economic activity with special properties.

The subject of service science can also be considered a complex of economic, managerial, organizational, financial, social relations that arise in the process of production, promotion and consumption of a service.

The subjects of the service sector are manufacturers, consumers, customers, intermediaries, both individuals and legal entities involved in the process of socio-economic relations in the production and consumption of services.

Servology can be considered as a structural element of modern science and science (Gluschenko, 2015).

We agree to call service science the science of creating scientific knowledge and technology, which covers a set of scientific problems, philosophy, ideology, politics, motives, methods, methods, tools, technologies for innovative creation of services, technologies, their circulation and delivery, as well as methods for assessing the financial results of this activities and the impact of the service sector on the development of the state, economy and society.

From the gnoseological point of view, service science can be considered as a methodology for research, analysis and management of methods for solving scientific problems facing modern economies and society in the service sector.

We define the scientific method, object, subject, functions and roles of the general theory of service - serviceology.

By the scientific method in servology we will agree to call the system of principles and techniques with which objective knowledge of scientific processes and socio-economic results of designing, creating, handling, rendering, modernizing services and technologies for their implementation is achieved.

The functions (from the word "execute") of servology consist in the fact that within the framework of servology it can be performed in the geopolitical, political, social, economic, technological, environmental subsystems of the state, global economy and society.

The economic and social role (importance) of service science is determined by the effectiveness of the fulfillment of those functions that service science performs in meeting the needs of the economy, society, and a particular person in services.

It is proposed to consider the basic functions of servology: methodological, cognitive, instrumental, law-making, optimization-related, prognostic, preventive, psychological functions, the function of socializing knowledge, minimizing technological, environmental and social risks, the system-forming function of servology.

The methodological function of servology is to develop a conceptual framework, theoretical foundations of scientific research and a methodology for researching the services sector, individual services, phenomena and processes, formulating laws and categories of servology, developing management tools for scientific research, an innovative project (in various fields) to create services, the life cycle of services in order to maximize the effectiveness of their provision and use in the economy and society, minimize damage from industrial risks and ensure the effectiveness of policies (measures) in the field of science, innovation, technology in the service sector.

The cognitive function of service science covers the processes of accumulation, description, studying the facts of reality in the service sector, its scientific research, innovations, technologies in the service sector at various levels (global, national, industry, regional, etc.), the analysis of specific phenomena and processes in service industry, scientific research, implementation of innovative projects in the service sector, service life cycle, identifying the most important problems and sources of development of the service sector, substantiation of individual measures and programs for the development of areas services.

The instrumental (regulatory) function of servology is practical in nature, because consists of: developing methods and tools for managing research in all parts of the service sector, managing innovative projects in the service sector, and managing the life cycle of technologies and services; development of practical recommendations for government agencies, research organizations, service industry organizations; preliminary assessment of the effectiveness of services and their modernization.

The legislative function of serviceology is implemented in the process of justifying the need and developing legal norms that contribute to the development of the service sector, innovation in the service sector, forms of liability for damage to third parties, staff and society as a whole when rendering services that do not meet safety requirements, etc.

The optimization function of service science consists in the synthesis or selection of the best (from a certain point of view, for example, minimum costs), safe and environmental conditions and the consequences of the functioning of the services sector, technologies, methods and techniques for the implementation of services in the economy and social development.

The prognostic function of serviceology covers the assessment of the state of the service sector as a part of the economy and society in the future from the point of view of the possibility of developing certain areas and parts of the service sector, their changes under the

influence of scientific and technological progress in the fields of science, engineering, technology.

The preventive function of service science can be expressed in the implementation of proactive and preventive measures based on the forecast of the development of science and technology, taking into account the possibility of developing technical and economic crises in the service sector, technological disasters, technological crises and other types of negative phenomena resulting from the development of negative phenomena in the service sector .

The psychological function of servology is to explain to citizens the need for financial and other costs for the constant development of scientific and innovative activities in the service sector, accelerate scientific and technological progress in the provision of services, orient society towards a sustainable nature and effectively manage the scientific and technological progress of the economy and society in the field of services.

The function of socializing knowledge in the field of servology is to disseminate knowledge about the role and importance of modern science, technology, technology for the modern service sector and its impact on the development of the state and society, the need for effective measures to develop scientific support for the development of the service sector among the general population. The fulfillment of the socialization function of service science is of great importance for ensuring the sustainability of development and progressive legal support for the development of science and technology in the service sector and scientific and technical progress in general.

The backbone function of serviceology is the formation and accumulation of knowledge aimed at comprehensive customer service, providing, creating adequate management systems for scientific and innovative processes in the service sector, including planning, organizing, motivating and monitoring the results of scientific and innovative processes in the service sector.

The roles of service science can be recognized:

- Firstly, the optimization of the development of scientific support in the service sector and its innovative development.
- Secondly, reduction of risks of negative deviations of results in the process of development of the service sector, during research and implementation of innovative projects in this field.
- Thirdly, improving financial results in the service sector, the effectiveness of scientific and innovative activities in the service sector.

The laws of service science can be called stable causal relationships between methods of scientific research and the implementation of innovative projects in the service sector and the financial results observed from the functioning of the service sector, stable logical connections in the interaction of parts and relations arising in the development of serviceology and the service sector.

The following laws of service science can be formulated:

a) Service is a branch of the economy and social life at the same time.
b) The source of intensive development of the service sector is the complexity of the technosphere and social life at the same time.
c) An increase in the number of species, differentiation and specialization of services are determined by the increasing complexity of economic, social and social life in post-industrial conditions.
d) The reason for the formation of services is the desire to adapt to changing conditions and the development of anthropogenic and social spheres.
e) The effectiveness of services has both an economic, social and temporary dimension.
f) In connection with the continuation of the trend (trend) of the growing complexity of financial, economic and social activities, the importance of the service sector will increase in the future.

g) Accelerating the growth in the complexity of financial, economic and social activities will lead to an increase in the complexity and complexity of the services provided, etc.

By the effectiveness of services, we agree to understand their ability to achieve the goals set by the customer for the specified period of time while spending a fixed amount of resources.

A technology for the provision of services will be called a systematic combination of the methods, technical means and qualifications of the service organization personnel used in the provision of services. It is noted that the production and provision of services may or may not be associated with goods in their material form (Kotler, Bowen, Makenz, 1998).

The place in the process and the role of the service sector in ensuring the sustainable development of society, the economy and the technosphere are great and will continue to grow further. This is explained by the fact that sustainable development is interpreted as a process of economic and social changes, in which the exploitation of natural resources, the direction of investments, the orientation of scientific and technological development, personality development and institutional changes are coordinated with each other and strengthen the present and future potential to meet human needs and aspirations. In the framework of the concept of sustainable development, it is largely about ensuring increased safety and quality of life for people.

**4. Analysis and Results**

Development of the national economy plays an important role in securing industrial production of raw materials and, most importantly, safe food for the population. In this sense, the agrarian sector of the country is now getting to a new level as a result of the ongoing reforms in this area. In this regard, in accordance with the Presidential Decree of October 22, 2012 "On measures to further improve the organization and development of farming in Uzbekistan", "Farmers should provide the necessary conditions for the development of farms, thus improving the financial sustainability and efficiency of farming activities." Amendments and additions to the Law “On farming” and other by-laws resulted in the establishment of diversified farming.

In 2017 alone, the total volume of agricultural, forestry and fisheries products was $ 69,504.2 billion soums or 102.0 % to the level of the corresponding period of 2016, including services in the field of agriculture and livestock, hunting and services - 68 906.7 bn. (101.9 %), in forestry - 117.9 bln. soums (101.6 %), fishery - 479.6 billion soums (126.8 %). In this regard, along with a decline in the share of agriculture in GDP, it is worth noting that the total output increased by 2.0 %.

These changes are reflected not only in quantitative changes in agricultural production, but also in improving the quality and competitiveness of these products. Exports of fruits and vegetables and their processing in 2017 amounted to $ 708.8 million. Or increased by 15.6 % compared to the same period of the last year. Exports of fruits and vegetables increased by 35.9 %, fruits and berries (by 17.0 % as compared to the same period of the last year), vegetables (by 18.7 %), grapes (by 22.5 %), fruits (by 12.5 %) and vegetable products (49.9 %).

**Table - 1: Key indicators of agriculture**

| Indicators | 2000 | 2010 | 2015 | 2016 | 2017 |
|---|---|---|---|---|---|
| Sown area of agricultural crops, thousand hectares | 3778,3 | 3708,4 | 3694,2 | 3706,7 | 3474,5 |
| Agricultural products, billion soums | 1387,2 | 30856,7 | 99604,6 | 115599,2 | 148199,3 |
| Plantgrowing | 696,8 | 18119,0 | 55429,2 | 61755,1 | 83303,4 |
| **A**nimal husbandry | 690,4 | 12737,7 | 44175,4 | 53844,1 | 64895,9 |
| The growth rate of agricultural production, as a percentage of the previous year | 103,1 | 106,3 | 106,1 | 106,3 | 101,0 |
| Plant growing | 103,1 | 105,9 | 105,5 | 105,7 | 98,2 |
| Animal husbandry | 103,0 | 106,9 | 106,9 | 107,0 | 104,1 |

As a result of the studies (2006 - 2017), the econometric analysis of the impact of the Infrastructure - X2 (questionnaire - based values) factors on agricultural output - Y, competitiveness -X1 ham will be used to determine the impact of these factors. For this purpose, first, the correlation coefficient is tested to check the correlation between the causal factor and the factors (Table - 2)

**Table - 2: Coefficient of correlation between factors**

| | Y | X1 | X2 |
|---|---|---|---|
| Y | 1 | | |
| X1 | 0,956739076 | 1 | |
| X2 | 0,953674895 | 0,998282893 | 1 |

Source:Authordevelopment

The data from the table show that the selected factors were strongly correlated with the outcome factor. However, because of the multicollinearity between the competitive and the infrastructure1, x2> 8, we exclude the competitive factor. This requires the development of a two-factor regression equation. We do this through the Eviews program, which also allows us to evaluate the econometric model that is being created at the same time (Table - 3).

**Table – 3: The results of the econometric model of agricultural output**

| DependentVariable: Y | | | | |
|---|---|---|---|---|
| Method: LeastSquares | | | | |
| Date: 14/01/19Time: 14:30 | | | | |
| Sample: 2006 2017 | | | | |
| Includedobservations: 12 | | | | |
| Variable | Coefficient | Std. Error | t-Statistic | Prob. |
| X | 12.33669 | 0.559624 | 22.04460 | 0.0000 |
| C | -1467.322 | 1577.038 | -0.930429 | 0.0045 |
| R-squared | 0.979837 | Meandependentvar | | 28362.80 |

| | | | |
|---|---|---|---|
| Adjusted R-squared | 0.977821 | S.D. dependentvar | 18839.24 |
| S.E. ofregression | 2805.657 | Akaikeinfocriterion | 18.86768 |
| Sumsquaredresid | 78717124 | Schwarzcriterion | 18.94849 |
| Loglikelihood | -111.2061 | Hannan-Quinncriter. | 18.83775 |
| F-statistic | 485.9643 | Durbin-Watsonstat | 1.274565 |
| Prob(F-statistic) | 0.000000 | | |

According to the table, the defined model will look like this: Y = 12.33 x -1467.322 (1)

Here is the status of the infrastructure established for the development of the X-agricultural economy. In order to test the reliability and adequacy of this model, it is appropriate to use the criteria for estimating the predictive properties of the model and another one (Fig - 1).

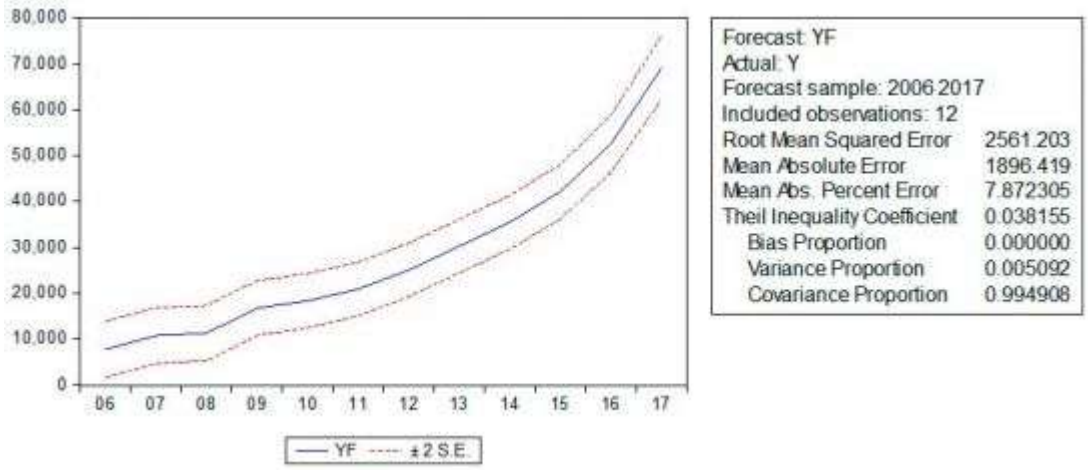


**Figure - 1: Assessment of predictive quality of the model**

Because of the above conditions, the prediction accuracy is high and the (1) model is reliable and adequate. As a result of model (1), it was found that the one-to-one improvement in the state of the infrastructure created for the development of the agricultural economy would increase the volume of agricultural production by an additional 12.3 units.(Shamsieva,2019)

**Conclusions/ Recommendations**

In conclusion, for the development of agriculture in the country, to achieve its place and position in the world markets, it is necessary to equip the agricultural infrastructure with new techniques and technologies, further improve the services.

Studying the processes of rapid growth and increasing the range of technological features of production in the service sector, the interconnection of services and material goods, changing the ratio of technological processes of material and non-material products, industry specifics of the share in the final product of the services or material goods themselves are extremely relevant.

Known and currently existing classifications in the service sector require further refinement and systematization within the framework of serviceology. This makes it important to determine the main and secondary criteria for the classification of these services.

Technogenic services are being developed in order to:

• ensure the reliability of the operation of technogenic facilities;

• increase the efficiency of the operation of technogenic facilities;

• change individual characteristics of the functioning of technogenic facilities;

• improve the design of technogenic objects (tuning), etc.

Education services are designed to provide processes for the formation, registration, accumulation and transfer of knowledge in the economy and society.

One of the directions in the development of service science is the development of models for describing and analyzing the competitiveness of services.

In marketing, a descriptive three-level model of goods is known, which can be used in the study of services, their competitiveness and effectiveness [9, p. 247-248] (Kotler, 1998). In it, the first level of goods is the main benefit or service. The second level of the product includes: properties (reliability, maintainability, safety, etc.), quality, external design, brand name, packaging. The third level of goods includes: deliveries and loans, installation, warranty, after-sales services [9, p.247-248] (Kotler, 1998). In addition, it was proposed to single out and describe the fourth (strategic, socio-ecological) level of goods [10, 11] (Gluschenko, 1997).

We adapt this model to the description of services in this article.

The first level of service is the main benefit or the technical, economic, social need for the technosphere, economy, or social environment that the service satisfies.

The second level of the service includes the service in real execution: properties (retention, reliability of the provision, safety of the process and the result, price, etc.), quality, external design of the process of providing the service, brand name of the service.

The third level of service includes: availability (delivery), lending for the provision of services, guarantee of results, after-sales service.

The fourth level of service should describe and characterize the impact of the service on the socio-economic and ecological systems (costs of materials and raw materials, environmental damage when rendering services, etc.) and strategic (long-term impact on the market) and socio-economic environment.

Four-level model of agro service.

The first level is the main benefit: maintaining the operability and safety of the vehicle.

The second level is a service in real execution: service availability in a given region; overhaul period (or operating time); reliability of the vehicle during the overhaul period; maintainability; average repair price, etc.

Third level - service with reinforcement: the possibility of repair on credit; Warranty for repairs, etc.

The fourth level is the strategic and socio-economic level: extending the life cycle of the vehicle; reduction of the costs of minerals and labor for transport services of social and economic processes, etc.

The four-level service model described above can be useful in designing and positioning, a comparative assessment of the competitiveness and economic efficiency of services.

For service providers, services in the non-profit sector, commercial sector, and public services can be distinguished [12] (Bolshakova, Mikhalchenkova, 2015). This may also affect the content, specificity and quality requirements of the relevant services.

The article develops the fundamentals of the general theory of service - serviceology, formulates the functions of serviceology, considers the features of the development of the service sector in the context of post-industrial globalization, describes a four-level model of services that can be used in designing and positioning, assessing the competitiveness and economic efficiency of services.

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