

## Abstract of the Master's Dissertation

**Subject Matter of the Dissertation:** Organizational and management tools to ensure service innovation at the micro level.

**Author of the Master's Dissertation:** *Salenko Tatiana Vladimirovna*

**Scientific Supervisor of the Master's Dissertation:** Candidate of Economical Sciences, Associate Professor of the creative-innovative management and law Department – Efimova Ekaterina Vladimirovna.

**Customer Organization:** FSBEI «*Pyatigorsk State University*»

**Topicality of the research:** The national economies of most developed countries in the beginning of the XXI century, transformed into the so-called service economy. Service sector is currently around 70-80% of GDP in developed countries and 40-50% of GDP - in developing countries. In terms of employment, only the service sector shows a steady increase since 1999, reaching 70% of total employment in the EU in 2009. In addition, that the service industry is significant in scale and growing it, studies show that promotes technological change and innovation.

In the establishment of the knowledge economy or the "learning economy" is becoming particularly important as the very symbol of the emerging type of economy says that the production of knowledge and the ability of economic agents to promptly and timely to acquire new competence is becoming a key factor in the success of innovation processes and, ultimately, competitiveness. It is through this type of knowledge economy are converted into intangible benefits, which are traded in service sector

**Objective:** it is the development of theoretical and applied aspects of the organizational and management tools to ensure service innovation at the micro level - the level of individual organizations.

**Tasks:**

- clarify the place of the factors and features of the service sector in the world economy;
- to determine the genesis of the service sector and to clarify their classification;
- to trace the evolution of the views of the scientists on service innovation as a phenomenon of the modern system of non-material production;
- an analysis of the current state of innovation sphere of services abroad;
- explore innovative activities of domestic companies in the market of knowledge-intensive services, acting as innovative;
- identify the problems and prospects of organizational and management ensure the functioning and development of innovative services;
- offer directions and tools of organizational and management support service innovation in modern organizations.

**Hypothesis:** the emergence in the global context of a new type of economy - the knowledge economy innovation associated with the development of innovative sectors of immaterial production, which actually acts as a growth factor and structural changes in the entire economy, contributes to raising the efficiency and innovation of industrial sectors of the economy and has the potential to create new growth poles and new markets. The intensification of innovative activity of enterprise structures in service sector of the economy involves the development and application of modern organizations, a specific set of organizational and management tools.

**The main principles to be depended:**

- refined place, development factors and features of the service sector in the world economy;
- traced the genesis of services and identified approaches to their classification, meet the objectives of the study;
- systematized views of scientists on service innovation as a phenomenon of the modern system of non-material production;
- an analysis of the current state of innovation sphere of services abroad and in Russia, as well as identified problems and prospects of organizational and management ensure the functioning and development of innovative services;
- propose specific organizational and management tools that can ensure the intensification of innovation service organizations from within: the selection of creative and innovative staff, its promotion and model of management team service business structures.

**Theoretical and practical significance of the research:**

Theoretical significance consists in the development of scientific knowledge in the field of service innovations in the conditions of formation and development of the novelty of the knowledge economy, which contributes to the justification of the need for comprehensive measures of organizational and managerial nature to enforce them.

The practical significance is to develop specific tools that enable entrepreneurial structures service progressively develop the practice of service innovation as an important element of the economy of the XXI century.

**Results of the research:**

Currently, the scope of services is one of the most promising and fastest growing sectors of the economy. Initially, there were services in the industrial production, have not yet become self-sufficient and does not stand out in particular activities. Accelerated development of services is influenced by a number of factors: increasing prosperity and improving quality of life, a change in the socio-demographic, scientific and technical progress.

The historical genesis of the services corresponding to the four determining its historical forms, is associated with the development of trade, the degree of freedom of the person in the interpersonal and interethnic communication, the level of development of cultural values and economic well-being, which directly or indirectly affect the content and availability of services.

Under an innovative service refers to new or significantly improved service concepts or proposals as such, regardless of whether made they service or industrial companies, as well as innovations in service processes service infrastructure interactions with customers, business models of organization, commercialization (sales, marketing , distribution), their performance, hybrid forms simultaneously service multiple client groups in different ways.

Leading countries in the field of generation service innovation are the USA, EU, China. In Russia, the knowledge-intensive services, for which data are collected and compiled as national, the same international organizations, Russian statistical publications hardly reflected and give a distorted picture.

Teambuilding in organizations engaged in service innovation, can be carried out in accordance with the model in which the command system - an integrated system formed by the state and organized processes of social interaction between its elements.