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**MAIN TENDENCIES OF NATIONAL SERVICE SECTOR  
DEVELOPMENT IN CONDITIONS OF GLOBAL ECONOMIC  
INSTABILITY**

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**Research methodology.** The research results are obtained with the following methods: the method of abstractions in determining the «sustainable development of services sector» category; general to specific method in studying the sustainable development concept and its use in services sector analysis; the dialectics in identifying the main tendencies of service sector development; statistical methods in analyzing the data of international organizations and the State Statistics Service of Ukraine

**Results.** The definition of services sector development is given taking into consideration the sustainable development concept. It is proved that this approach has to be crucial in this era of global economic instability.

The statistical data analysis confirmed strong upward trends towards increasing the service sector role, namely the prevalence of this sector in the developed countries' GDP; its share increasing in the GDP of developing countries; the growth of employment and its effectiveness. It is shown that the modern service industry is characterized by qualitative development. The changes in its structure, the appearance of new intelligent, informative, creative, professional and other services are observed. In global economic instability the market is cleaned from obsolete, inefficient services and incapable enterprises.

It is established that the national service sector does not agree with the developed countries level. Currently, there is a need to reform and modernize the sector on sustainability basis, which means compliance with the general principle – equal opportunity to satisfy the needs of different generations as to existence and development, with possible future risks taken into account. It was found that the development of the service sector will be safe due to the harmonious combination of economic, environmental, and social components and joint efforts by all members of society, state, and international communities.

**Novelty.** When analyzing the main trends of national service sector development the discrepancy between the diversification and knowledge level of the

national sector and similar indexes in developed countries is revealed, which contradicts the basic principles of sustainable development.

**Practical value.** There are suggested tentative measures in the economic, environmental and social fields that would allow the services sector of Ukraine to become sustainable, to eliminate existing disparities, to diversify it, and become more intellectually complicated and socially directed.

**Keywords:** service, service sector, service sector development, sustainable development, global economic instability, globalization, the national economy

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