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MAIN TRENDS OF SERVICES SPHERE DEVELOPMENT IN COUNTRIES WITH TRANSFORMING ECONOMIES

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Research methodology. The results are obtained with the help of the following methods: the method of abstractions in interpretation the essence of the category of «services sphere»; general to specific method in determining the countries with transforming economies and in grouping them by the degree of development and a period of the administrative-command system existence; statistical analysis in the study of the main trends and characteristics of services sphere development in different groups of countries with transforming economies.

Results. There is outlined the interpretation of the «services sphere» category, which is represented as a system with clearly defined structural elements. It is stressed that the services sphere should not only satisfy individual requirements of people, but also production requirements.

A clear definition of countries with transforming economies is presented and the countries are grouped into three groups by the degree of development, by a period of the administrative-command system existence and by gaining EU membership.

The comparative analysis of the key indicators of services sphere development is implemented in countries with transforming economies. It is revealed that after market relations had formed and globalization had penetrated, the services sphere role and importance increased significantly in the whole national economies of these countries, which has become apparent in the growth of gross value added (GVA), employment and exports. However, the development of the analyzed sphere has happened revolutionary, which led to the underutilization of its potential, imbalances in the industrial structure, the lack of safety margins and resistance to the economic crisis.

Novelty. According to the results of a comprehensive analysis of the services sphere development in countries with transforming economies, the necessity of state intervention in its functioning is grounded. A set of directions are proposed to enhance its development, which, in contrast to the existing ones, take into account

specifics of transformation economies, globalization challenges and internal problems of Ukrainian services, which allows to choose specific tools for its regulation.

Practical value. The identified main problems of services sphere development has allowed to offer the directions of the state services policy aiming to encourage entrepreneurship, to attract investments, to reduce bureaucracy and corruption, to restore the protectionist measures, and to stabilize the economy.

Keywords: service, services sphere, services sphere development, countries with transforming economies, globalization, economic crises, national economy.

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