METHODOLOGICAL APPROACHES TO ASSESSING THE EFFICIENCY OF SERVICE PROVISION IN AGRICULTURE

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Abstract. *This article analyzes methodological approaches to assessing the effectiveness of service provision in agriculture. The factors determining the economic effectiveness of the service system are studied, the criteria and indicators for assessing effectiveness are highlighted. Also, proposals are developed to improve the quality of services and the effective use of resources.*

Keywords: *agriculture, service provision, effectiveness, methodological approach, economic assessment, service services, resource use, service quality.*

Introduction. Today, the role of the service system in increasing production efficiency, rational use of resources and production of competitive products in agriculture is increasingly increasing. In particular, the development of agro-service services, technical support, logistics, consulting and information services is an important factor in ensuring the sustainability of the activities of agricultural entities. Therefore, the issues of assessing and improving service efficiency are emerging as one of the current areas of economic research. Service efficiency in agriculture directly affects not only the volume of production, but also a decrease in the cost of production, an increase in labor productivity and the effective use of equipment and resources. In this process, assessing the quality, efficiency and economic effectiveness of services is of great importance. However, the lack of uniform methodological approaches to assessing service activities in practice requires deepening scientific research in this area. Based on this, the article studies methodological approaches to assessing the effectiveness of service provision in agriculture, analyzes the main criteria and indicators that determine effectiveness. Also, scientific and practical proposals are developed for developing the service system and increasing its economic efficiency.

Research methodology. This study examined scientific and practical approaches to assessing the effectiveness of agricultural services. The research used methods of economic analysis, comparison, statistical observation and a systematic approach. Also, scientific literature, regulatory and legal documents and statistical data on the activities of agricultural services were analyzed. The assessment of service efficiency was based on indicators of labor productivity, service quality, cost level and economic efficiency.

Analysis and results. The service system in agriculture is an important component of the production process, which serves to increase economic efficiency in the agricultural sector. In particular, the development of technical services, agrotechnical services, logistics, consulting and information services is of great importance in ensuring the stability of the activities of agricultural enterprises. The analysis shows that in regions where the service system is sufficiently organized, production volumes and labor productivity are high, and the efficiency of resource use also increases significantly. A number of economic indicators are used to assess the efficiency of service provision in agriculture. In particular, the cost of services, the speed of service provision, the level of equipment utilization, labor productivity, and the economic result obtained from services are considered the main criteria. The research results show that as the quality of service provision increases, the cost of products decreases and production profitability increases. This serves to strengthen the financial stability of agricultural entities. During the analysis, it was observed that the level of utilization of machinery and equipment was high in farms provided with service services. As a result, losses in the production process are reduced, and the possibility of timely implementation of agrotechnical measures is expanded. In particular, services provided on the basis of modern technologies have a positive effect on increasing productivity and improving product quality. At the same time, the development of logistics and transport services makes it possible to reduce the costs of storing products and delivering them to the consumer. However, the research also revealed some problems. In particular, the insufficient development of service infrastructure in some regions, the lack of qualified specialists, and the obsolescence of the material and technical base lead to a decrease in the efficiency of service provision. In addition, the weak competitive environment in the services market in some cases negatively affects the quality and speed of service. Based on the conducted analyses, it was determined that in order to increase the efficiency of service provision in agriculture, it is necessary to digitize service provision, widely introduce modern equipment and innovative technologies, encourage the participation of the private sector, and train qualified personnel in the service provision system. Also, the use of modern methods of evaluating service activities will further increase economic efficiency in agriculture.

Table 1

Methodological approaches to assessing the effectiveness of service provision in agriculture

T/r	Methodological approaches	Evaluation criteria	Key indicators	Expected results
1	Economic approach	Determining the cost-benefit ratio	Profitability, cost, profit margin	Reduce costs and increase profits
2	Technical approach	Efficiency of using techniques and equipment	Level of equipment utilization, work productivity	Continuity of the production process
3	Organizational approach	Effective organization of the service system	Speed of service, time saving	Effective workflow management
4	Social approach	Employee and consumer interests	Employment rate, service satisfaction	Improvement of working conditions
5	Innovative approach	Introduction of modern technologies	Level of digitization, share of innovative services	Increased productivity and quality
6	Resource-efficient approach	Wise use of resources	Fuel, water and energy consumption	Increased resource efficiency
7	Logistical approach	Product delivery efficiency	Transportation costs, delivery time	Reduce product losses
8	Comprehensive approach	Evaluating all factors together	Integrated performance indicators	Sustainable development of the service system

The use of various methodological approaches is of great importance in assessing the effectiveness of service provision in agriculture. As can be seen from the table, the assessment of the service system is not limited to economic results, but also includes technical, organizational, social and innovative factors. This allows for a comprehensive analysis of service provision in agriculture. The economic approach is one of the main directions for determining the effectiveness of service provision. In this approach, the ratio between costs and results is analyzed, and indicators such as profitability, profit and cost are taken as the main criteria. As a result, it is possible to reduce service costs and increase economic profits from production. The technical approach is aimed at assessing the effectiveness of the use of machinery and equipment, in which the productivity and level of utilization of machinery play an important role. In particular, the effective use of modern technical means ensures the

continuity of the production process and serves to carry out agrotechnical measures in a timely manner.

The organizational approach is based on the effective organization of the service system. This approach evaluates the speed of service provision, time savings, and management efficiency. This allows for the coordination of work processes in enterprises and the rational use of resources.

The social approach presented in the table represents the aspects of the service system related to the human factor. In this case, the employment of employees, working conditions, and the level of satisfaction of service users are considered as the main indicators. As a result, labor productivity increases and the quality of service improves.

The innovative approach pays special attention to modern technologies and digitalization processes. Services organized on the basis of digital technologies not only increase production efficiency, but also improve the quality of service. At the same time, the resource-saving approach contributes to the effective use of water, fuel, and energy resources, reducing production costs.

The logistics approach is aimed at increasing the efficiency of the product storage and delivery system. By reducing transportation costs and quickly delivering products to the consumer, losses are reduced and economic efficiency is increased.

In general, an integrated approach allows for an assessment of all factors in an interrelated manner. This serves as an important methodological basis for the sustainable development of the service system in agriculture, increasing production efficiency and improving the quality of services.

Conclusions and suggestions. The service system in agriculture is one of the important factors ensuring the sustainable development of the agricultural sector. The results of the study showed that improving the efficiency of service provision directly affects the increase in production volumes, reduction in product costs, increased labor productivity, and rational use of resources. In particular, the development of technical services, logistics, consulting, and innovative services is of great importance in increasing the economic efficiency of agricultural entities.

During the analysis, it was determined that it is necessary to use economic, technical, organizational, social and innovative approaches in the assessment of service efficiency. At the same time, it was observed that in some regions the insufficient development of service infrastructure, outdated machinery and equipment, and the lack of qualified specialists negatively affect the quality of service. In order to eliminate these problems, it is advisable to digitize the service system in agriculture, widely introduce modern equipment and innovative technologies, strengthen the competitive environment in the service market, and support the

activities of the private sector. It is also necessary to pay special attention to the training, retraining and improvement of professional potential of qualified personnel in the service sector. In addition, high economic results can be achieved in the agricultural sector by implementing modern methods of assessing service efficiency, improving the economic monitoring system, and effectively using resource-saving technologies. As a result, the sustainable development of the service system in agriculture will be ensured, and the competitiveness of the sector will further increase.

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