

## ESSENCE AND SERVICE CLASSIFICATION

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**Keywords:** service, the use value of service, service as an economic category, the signs of service, typology, systematization, service classification, transport services, financial services, public health service.

The essence of services in the public reproduction and their concept is examined. The definition of service is given as a social and economic category. Characteristic and service classifications are developed.

The essence of service in the public reproduction as a politic and economic category was formed in proportion to the development of economic science and economic practice.

Thus, the concept of the economic production of physiocrats included the study on “clean product”, productive and nonproductive labor. F. Kene examined the process of reproduction and rotation of the entire public product not in the form of the separate reports of buying and selling, but as the process of the exchange of production products between the industry and the agriculture and the basic classes of society. Services were not separated in the diagram of the circulation of public product and they were not included in the sphere of economic production.

The limitedness of this theory became obvious in the development period of textiles and formation of market relations. During this period It A. Smith it formed the concept of material production, in accordance with which the sphere of economic production includes all branches, which produce goods (material goods). In his opinion, activity in the rendering of services has unproductive nature and it must not be included in economic production.

Statements about the nonmaterial goods were contained in the works ZH.B. Sy, to which “legal offices, the circle of the buyers of merchant, and the glory of military leader” were added but they were not treated as service. ZH.B. Sy examined services, identifying them the their usefulness. In the final analysis production itself was defined by it as the rendering of services. So, the relation between the capitalists and the workers by them it was represented as the mutual rendering of services.

The existing contribution to development of the theory of services introduced K. Marx, who noted that at each given moment in the number

of objects of consumption, goods existing in the form, is a known quantity of objects of the consumption in the form of services and the sum total of commodities always occurs more than that, such as it would be in the absence suitable for the consumption services.

Characterizing the content of services, K. Marx considered that service “... indicates not at all that another, as that special use value, which reaches this labor, similar to any other goods; but the special consumer cost of this labor was called here specific name “services” because render the services not as the thing, but as the activity”. However, in the theory of labor it treats, that the service is produced by the unproductive labor, which does not produce “estate cost”, and therefore services do not increase public wealth.

Further development of economic theory and economic practice led to a change in the treatment of productive and unproductive labor. Thus, a. Marshall in “the principles of economic science” determines that the almost any labor is in a certain sense productive, and also any mental or physical effort, undertaken partially or by pillar for the purpose to reach any result. Productive is considered any labor, with exception of that, which does not achieve the goal presented, and, therefore, is created no usefulness. If we to the labor apply word productive, then it should be understood as the labor, which produces vital means of subsistence. Productive consumption treats as “complete consumption”, which generates benefits, of them many, which deserve the greatest acknowledgement, directly do not participate in the production of material wealth. All divergences in the use of word “productive” are very thin and appear somewhat unreal, and better will not reject them immediately, but grant to them the possibility to disappear from the use gradually.

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In the domestic science of Soviet period the methodology of volume measurement of clean services was based on the acknowledgement of their cost nature and principally was not differed from the methodology of the measurement of the expenditures of socially necessary labor in the material production. However, this concept did not obtain acknowledgement up to the 60's. By this time in the economy of many developed countries the qualitative transformations, which reflect the new priorities of the social development, began to occur: the predominance of personal, human component in the formation of public wealth, the growth of the portion of its insubstantial, intellectual forms in the GDP Gross Domestic Product, a change in the social standards of the living environment of man and the development of the system of his needs.

An increase in the level of the socialization of the public production, oriented for user and satisfaction of individual needs, the tendency to maximize consumer satisfactoriness it led to the formation "service economy". In the contemporary scientific literature are given many determinations of category "service", which, as a whole, correctly reflect its essence, they make it possible to carry out the scientifically substantiated service classifications and to establish laws governing the cooperation of their producers and buyers in the process of the rendering of services.

By generalizing the presented definitions of the concept of service as to social and economic and institutional category, it is possible to give its following definition: service as economic category expresses economic and institutional relations in the society apropos of the satisfaction of the needs of buyers (population) for the specific form of activity, aid or brings to them benefit.

In the work of domestic and foreign scientists the sufficiently detailed characteristic of services and their classification on a number of signs is given. Thus, in the works A. Parasuraman, V. Zeithaml and L. Berry are separated the following specific signs of service: impalpability; inseparability; heterogeneity; the impossibility of retention; the process nature of the rendering of services; the aftereffect of the shown service.

The carried out analysis of the forms of definition (typology), systematization and service classification existing in the scientific literature makes it possible to make the conclusion that

not all authors use the scientifically substantiated terminology. In this connection one should be dismantled at the essence of these concepts. If they are connected with each other, it means necessary to determine each, to reveal the connections between them, in other words - relation system. When the discussion deals with the application of these concepts for describing the process of the knowledge of one or other object or another, one additional task appears: should be explained logical place for classification and for typology, sequence of applying their methods in the process of knowledge. Possibly the problems, decided with the aid of the classification and the typology, they are different. In this case the question about what class problems are solved with the aid of the typology, and what - with the aid of the classification arises

The most complete answer to the presented questions gives the article "typology" in GSE "typology (...) - 1) the method of the scientific knowledge, at basis of which the breakdown of objects and their group with the aid of the generalized, idealized model or the type. Typology is used for purposes of the comparative study of essential signs, connections, functions, and relations, levels of the organization of the objects of both coexisting and divided in the time. 2) Result of typological description and comparison. The problems of typology appear in all sciences, which deal concerning many objects (as a rule, discrete) different by their composition and solve the problem of the regulated description and explaining these sets (...). Being one of the most universal procedures of scientific thinking, typology rests on the development of similarity and difference in the object of studies, to the search for the reliable methods of their identification, and in its theoretically developed form it is attempted to reflect the structure of the system being investigated, to reveal its regularities, which make it possible to predict existence of unknown thus far objects.

Typology can directly be based on the concept of the type as the basic logical unit of the breakdown of the studied reality, or use the following logical forms:

◆ the classification, whose purpose is reduced to the construction of the hierarchical systems of classes and their sub-classes on the basis of some signs, not characteristic of objects themselves (name, the number) or inherent in them;

◆ the systematics, which assumes a maximally complete and dismembered data classification many objects with the fixed hierarchy of the units of description;

◆ the taxonomy, within the framework by which are specially investigated and are based the principles of rational classification and systematics.

Approaching the development of the classification system within the framework of concrete subject area, specialist uses results of typological studies, he reveals and ranks the classification signs (called also bases divisions, characteristics) and distributes - it classifies objects according to the bases of division. The classification group- divisions, which form numbers and hierarchical levels, which are united into the classification system, are the result of its work. The system of classification is a continuously developing intellectual phenomenon, which materially exists in the form of tables.

Having been standardized in 1980ies the term "systematization" was adapted in the practice for a period of many decades. Then it was possible to find the possibility of the demarcation of terms "classification" and "systematization". The concepts are designated by them not synonyms. For example, classifying services, scientists supplement and develop the previously developed systems of their classification, the classifiers are produced.

Thus, there is a certain total number of objects, which are called subject area. They are evaluated, they are analyzed, and they are compared. Are revealed the classification signs, on basis of which the objects can be united into the typological groups. Typological analysis makes it possible to refine (to deepen, to define concretely) the revealed signs and to base the types of objects. At this point the possibilities of typology are exhausted; the region of classification further begins. The revealed classification signs are ranked. A classification number of units in the forward sequence from the simple to the complex is built on each of them, but sometimes in the practical interests a number is headed by the largest object.

The terminology examined allows entire variety existing in the scientific literature of the so-called "classifications" of services to identify as follows. To the typology (deification) of services can be attributed their separation and group according to the separate or several signs:

to place in the public reproduction and to the spheres of activity; to the presence of competitors medium and to the action of market mechanisms; to the segments of users; tangibility and directivity; labor expense; to the use of equipment; the degree of contact with the client; the degree of participation in the field service and agents of enterprise, and so on.

One of the most significant typologies of services is examined in the concept D. Bella, according to which the services can be typological on the sectors of the economic activity: tertiary sector (transport and public services); quaternary sector (commercial, financial, insurance services); the quinary sector (services of public health, formations, leisure, research activity, state services). However, on closer examination a similar typology it is small how it is differed from other, since the services of the tertiary sector of economy - this production services (production and the continuation of the process of production), the service of quaternary sector - this in essence, financial and business services, quinary sector - social and state services [1].

There are studies, result of which is the separation of services and their typology according to several signs, which make it possible subsequently to develop the systematization of services and their classification. The form of satisfaction of the need for the services and the tool (method) of its satisfaction are these signs.

Form of satisfaction of the need: this can be either only service or the service, which is possible only with sale of material product, with the transfer of the rights of property of this material object (for example, dry cleaning, mobile connection). In accordance with this criterion the services are located along the scale from the clean service to the service, connected with the material product.

The interrelation of material and supply product and service can be different. From one side, the service can consist only in a qualitative or quantitative change in the active memberships belonging to user, from other side, for the realization of the specific type of services to user it is necessary to acquire material and supply goods. In the first case, the user obtains usefulness only, because of the actions, which the supplier of service undertook, in the latter case user obtains usefulness, because of the actions and because of the delivery of material

product. Material product comes out as the necessary condition so that the service would take place. The first service can be named clean, the second - by service with the product.

Tool or the method of satisfaction of the need: personnel or mechanisms. In accordance with this criterion the services are located along the scale, beginning from those, where the service occurs by the workers of service enterprise, and, concluding by those, where the user obtains service with the aid of the automatic device or the mechanism.

It determines the supremacy of one or other method or another of the satisfaction of needs, what type one or other service belongs to. The role of personnel is extremely important with the production of some types of services. Similar includes cultural, medical, barbershop and other services. The method of the rendering of other types of services assumes the high degree of utilization of technology and mechanisms. Such services include the services into the region of communications, the transport services. Certainly, these directions rarely exist in the pure form; as a rule, with the rendering of services it is used both the personnel and the technologies.

Higher scientific value in the depth of a study, development of specific character and determination of economic essence systematizations of services according to many, united into the systems signs have. In other words, systematization is expressed as typology on the basis of classification according to different signs. The association of services on the basis of any sign makes it possible to isolate their specific character and economic essence, to laws governing the development and change; furthermore, it makes it possible unambiguously to approach the problem of statistical calculation and planning of services, and also the isolation of the specific spheres and markets for services.

The separate forms of services can be united into one subsystem on the basis of general criterion - the efficiency of the labor of the workers occupied in them, represented in the form of services. The services of one form are manifested in the materially material product, others - in the efficiency of that or other labor. Based on this, material and nonmaterial services are distinguished. Material services are divided into two groups: the first - is connected with the motion of product directly in the process of the produc-

tion of material goods, the second - is connected with the maintenance of the motion of material good out of the production. Nonmaterial production also is divided into two groups: the first includes the personal services, which render direct effect on the man, and to the second - social services, which ensure the care of society as united social organism.

This social and economic systematization of services is somewhat conditional, since there are some of their forms, which can be attributed to the first and second groups. The enumeration of material services can be the following forms: material services in the production (service of transport, the public services). Services out of the production: hotel services, material services to population (dry cleaning, laundry, photograph, repair and servicing automobiles, the repair of clocks, clothing, foot-wear, etc).

The enumeration of nonmaterial services can be their following forms: social services (public health, formation, science); personal services (insurance services, juridical services, bank services, consulting services). The given systematization of services can be continued on the basis of isolation from the finite groups of the services, for example, of social services, their separate forms.

The most detailed and expanded systematization of services according to 21 typological sign, which can be the basis of contemporary service classification to population and to organizations, is developed by Sosunova L.A. [8].

In the scientific literature the thought speaks out, that the structural principle of the division of services is not best, but the functional principle of the systematization of services is considered as the more substantiated. Functional method examines interrelations "along horizontal", without separating, which is primary, that for a second time. Since the service bears individual nature, functions are examined with respect to the user, with respect to the satisfaction of the needs of user.

The basic criteria of functional approach can be the characteristic of user, the degree of the satisfaction of needs, the sphere of the activity of user. Since adapts not one criterion, the represented below model of systematization can be named as a multicriteria functional model.

The main disadvantage in the given systematization of services is the disturbance of the principle of the sequence of separation and iden-

tification of services on the levels of the formation of separate groups, which makes impossible use of a similar to systematization in the development subsequent service classification.

However, there is a more regulated systematization of services. In this systematization the basic sign of the form of the service is separated: only service; the service, which increases the value of anything material; the service, which gives anything material. Further differentiation of the types of services indicated is accomplished on the basis of their separation according to the signs of business and personal services. The developed systematization of services can be considered only the matrix of the segmentation of services and their users.

The forms of typologies and systematizations of services examined do not pretend to their comprehensive and completed research; however, are valuable in the knowledge of the social and economic and institutional essence of services, their role in the society and the specific characters of the manifestation of the existing properties and characteristics.

In the system of national calculations (SNC) the services are subdivided into the consumer (tourism, hotel services); social (formation, medicine); production (engineering, consulting, financial and credit services); distributive (commercial, transport, freight) [6].

The development that of more advanced than by (RCSP), service classification it is impossible without the association of the efforts of the specialists of the different countries. Under the conditions of the globalization of world social and economic processes and entrance of Russia into the world commercial organization should be used experience of international organizations in development and rapprochement of the existing separately numerous service classifications, in particular, the system of the national calculations of United Nations in the sphere of services, classification of the Organization

for Economic Cooperation and Development, classifications WTO and GATT.

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