

ENVIRONMENTAL FACTORS INFLUENCING THE CHOICE OF STRATEGY AT SERVICE ENTERPRISE IN THE MARKET OF BUSINESS SERVICE

© 2010 E.G. Pipko*

Keywords: environment factors, tendencies in the market of business services, globalization, integration, strategic choice.

The article is devoted to the problem of defining the factors of environment influencing the choice of service enterprise strategy.

The complexity of modern development in service sphere makes considerable impact on Russian enterprises. One of the major factors of service influencing the sector in the Russian Federation at the present stage is the world economic crisis which can lead to such negative moments, as reduction in demand for services, increases of non-payment risk, deterioration of credit conditions, decrease in orders from strategic clients, freezing of investment projects.

The prospects of service enterprise activity in these difficult conditions can be defined by revealing the future tendencies of market development and environmental changes. The correct estimation of world and Russian social and economic tendencies will help enterprises to reject unreal expectations, reveal problem situations, establish the degree of their influence on the efficiency of managing the market of business services.

Our research shows that now the world market of business services becomes a dynamically developing sector of economy. For the

effective strategic positioning we will allocate a number of directions in the world sphere of services, especially important to forecast the development of enterprises in this sphere.

In service sphere the key factors of growth are formed. Deep innovative, qualitative and structural changes in service branches which raise their contribution to development of modern society have the major value and create the necessary preconditions for its further progress.

The primary factor of development is modern scientific and technical revolution. Integration expands a set of services, has led to interaction and interosculation of production and services. Globalization leads to outsourcing development; the expansion of possibilities in rendering services in the situation of applying Internet technologies, the occurrence of transnational corporations in many service sectors (especially in financial sphere).

The analysis of present tendencies in business service development in the Russian Federation is especially important for forecasting further development of enterprises.

Received for publication on 07.09.2010

* Elena G. Pipko, post-graduate students of Samara State University of Economics. E-mail: pipko.08@mail.ru.