

## EXTERNAL ENVIRONMENT FACTORS INFLUENCING THE FORMATION OF THE ENTERPRISE OF SERVICE IN THE MARKET OF BUSINESS SERVICES

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**Keywords:** environment factors; market development tendencies in the sphere of business services; scientific and technological progress; globalization; integration; a strategic choice; environment challenges and threats.

The article is devoted to the problem of environment factors definition influencing on the choice of enterprise of service strategy. The correct estimation of world and Russian social and economic tendencies of the market of services development will help the enterprises to define correctly environment challenges and threats.

The complexity of modern service sphere development in economics makes considerable impact on the Russian enterprises. The analysis and estimation of the basic tendencies of development of this sector, the main features and tendencies of its development are necessary to consider at formation of strategy by the service enterprise. One of the major factors of services influencing 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 risk of non-payments, deterioration of credit conditions, decrease in orders from strategic clients, freezing of investment projects.

The prospects of activity of the enterprise of service in these difficult conditions can be defined by revealing the future tendencies of the market development and environment changes. The correct estimation of world and Russian social and economic tendencies of the business services market development will help the enterprises of this sphere to reject unreal expectations at a stage of formation of the purposes of strategy, to reveal problem situations and possibilities, to establish degree of their influence on efficiency of managing in the market of business services. At an estimation of conformity of the general world tendencies of a field of activity and regional tendencies it is important to reveal their divergence and to consider them as calls and environment threats.

The carried out researches show that now the world market of business services becomes a dynamically developing sector of economy. For effective strategic positioning it is believed to be wise to allocate a number of directions of development of world sphere of services, especially important for the forecast of development of the enterprises in this sphere. In the sphere of services key factors of growth are formed. Deep innovative, qualitative

and structural changes in branches of services which raise their contribution to development of a modern society have the major value and create necessary preconditions for its further progress.

Primary factor of services sphere development is modern scientific and technical revolution. Integration expands a set of services, has led to interaction of production and services. Globalization leads to outsourcing development; to the expansion of possibilities of services rendering in the conditions of application of Internet technologies, to occurrence of transnational corporations in many sectors of services (especially in financial sphere). The fastest ones in this sphere are computer services, consulting business development, nontechnical kinds of business services.

The analysis of tendencies of business services development in the Russian Federation is especially important for the forecast of development and definition of possibilities of the enterprise which are in an environment and revealing the factors, which can render a great influence on strategy implementation. In the Russian Federation the growth of a share of sphere of services is connected with sharp curtailment of production in the industry and agriculture, and also with the growth of a share of business services (financial and intermediary services). On the first place among business services after financial there are services in application of modern monitoring systems of quality, certification of the goods, works, services, application of marketing strategy. Then there comes the services in the development of the personnel and introduction of modern management methods on the basis of an information technology. And only on the fifth place after innovations on change of organizational structures of management realization there follow new or considerably changed corporate strategies.

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\* Elena G. Pipko, doctorant of Samara State University of Economics. E-mail: pipko.08@mail.ru.