



СЕКЦІЯ 1 СВІТОВЕ ГОСПОДАРСТВО І МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ

УДК 336.012.23

Abdullayev K.N.*Ph.D in economics**Institute of Economics, National Academy of Science of Azerbaijan (ANAS)*

THE QUESTION SUSTAINABLE DEVELOPMENT OF SERVICE FIELD IN AZERBAIJAN REPUBLIC (IN THE CONTEXT OF TRANSPORT AND INFORMATION COMMUNICATION TECHNOLOGIES (ICT) FIELDS)

The article are dedicated to question sustainable development of service sector in the context of transport and information communication technologies (ICT). Moreover, in investigation was shown that transport and ICT sector of Azerbaijan main priority direction to development of national economy. The article on the base of investigation to detect omission and deficiency and definition direction its elimination on the nearest perspective period, also scientific proved suggestions and recommendations are given.

Keywords: innovation, entrepreneurship, market economy, monopoly, national economy, economic development, economic regulation, economic reforms, economic model.

Абдуллаев К.Н. ВОПРОСЫ УСТОЙЧИВОГО РАЗВИТИЯ СФЕРЫ УСЛУГ В АЗЕРБАЙДЖАНСКОЙ РЕСПУБЛИКЕ (НА ПРИМЕРЕ ОТРАСЛЕЙ ТРАНСПОРТА И ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫХ ТЕХНОЛОГИЙ (ИКТ))

Статья посвящена вопросам устойчивого развития сферы услуг на примере отраслей транспорта и сектора информационно-коммуникационных технологий (ИКТ). Кроме того, в исследовании отражено что отрасли транспорта и ИКТ Азербайджана одно из приоритетных направлений развития национальной экономики. Наряду с этим в данной статье на основе исследования выявлены упущения и недостатки, определены направления по их устраненияя в ближайшем перспективном периоды, а также даны научные обоснованные выводы и предложения.

Ключевые слова: инновация, предпринимательство, рыночная экономика, монополия, национальная экономика, экономическое развитие, экономическое регулирование, экономические реформы, экономическая модель.

Latest year's systematic analysis of practice of achieve competitive advantage by developed countries was shown that its main factor providing economic growth is considering that defined of formation and realization mechanisms. Active integration to international economic space. Azerbaijan Republic as other post-soviet countries defined effective economic development priority and their realization means for provide sustainable development of national economy. Last years for support transition national economy to sustainable and dynamic development in Azerbaijan Republic are realizing complex measures for forming base capital, institutional legislative base, financial potential, social-economic environment.

After realization purposeful measures Azerbaijan Republic entered new stage of economic development. Its perspective development direct depends effective realizing structure policy. Moreover, structural change in national economy dependent on development level of modern innovative technologies and scientific-technical progress. From this point of view for optimum usage main resources of country must be realizing new economic measures which help solution complicated social-economic problems.

Realizing structure policy in Azerbaijan Republic must be support integration our country to world economy, provide competitiveness of national economic fields, solve different problems and etc. These factors ensured oil sector change other national economic fields to main economic power. In result development of non-oil sector, also regional advantage development is considered main tasks. In last 10 years creation reserve oil fund and protection transparency in reserve

oil fund, also grows ouddet and citizen's incomes, financial resources of banks provide increasing of main demand. Therefore, in development of Azerbaijan Republic must be to give attention national interest, national economic safety and for financing investments on non oil sector owing optimal coordination internal and foreign sources Generally, active integration Azerbaijan Republic to world economy under the modern condition, very importance provide stable and sustainable development of national economy. Moreover, on the base of creation investment policy and national innovation system, development innovative economy in Azerbaijan is necessary [1]. For estimation economic safety of national economy usage by special social indicators are very important. To provide for stability of national economy and also economic safety direct depends effective realizing innovation, scientific-technical and industrial policy in Azerbaijan. If in state's economic policy include these principles then forming innovation economy are necessary. Increasing competitiveness level of national economy for provide stable and sustainable development was considering very purposeful. Accordingly to practice of developed countries shows that for estimation competitiveness of national economy using more than 100 estimation means on more than 300 indicators. Exactly, for definition economic competitiveness of Azerbaijan Republic must be was investigated efficiency level of state regulation of economy and financial system, volume and dynamics of internal market, also industrial production, and economic growth, present potential and etc.

Latest years realization stable measures, was shown that Azerbaijan Republic will be entered nearest years

in the first ranks countries with middle incomes in the world. In countries with middle incomes value of national product are considering 17-18 thousand US dollars. From this point of view growth rate of Azerbaijan economy must be to organize 7-8%. Moreover, for provide in this direction Azerbaijan Republic must be realizing serious measures in nearest years

Last years, practice of leading world countries showed that share and role of service sectors in national economy was being increased tendency. Reason of this considering processes is increasing incomes of citizen in the world, also development information communication technologies and possibility of service fields. In result economic value of service sector is increased gradually. From 1950s years (XX century) in leading countries to surpass development rate of service sector on production sector. In different countries in forming of GDP, also for providing employment share of service sector is risen. The analysis of economic statistical indicators shows that average share of service fields in very high in GDP such as leading countries of the world as – Turkey (66%). Austria (65,6 %), France (77,3%), Germany (69,1%), Japan (59 %), USA (74%).

In post-soviet countries space average share of service field in very high in structure of GDP. For example, last year's this indicator were in Lithuania 62%, Estonia 71%, Kazakhstan 55%, Ukraine 68,4%, Russia 58,7%. Accordingly to latest economic reports of World Bank shown that for definition rating social level of world in the first place connection between development of social sector and service sector were being considered. For example, countries with high share of service sector in GDP 60-75% capable of working of population are in this sector. Moreover, for increasing service sector's share in national economy ought to firstly grown income per capita [2].

In developed countries share of service field was being formed 65-70% but new developing countries was 45-50 %, in structure of GDP.

Analysis showed that latest year's development level of service fields didn't dynamic growth rate. Therefore, if in 2011 year share of service sector in Azerbaijan Republic was 29%, but in 2013s this indicator was 30%. Accordingly to the prognosis of 2015, share of service fields will be 34% in 2015. Last 20 years to the World Bank's report last 20 years in structure of GDP serious changes was being observed. Indeed share of production field (agriculture and industry) in structure of GDP in world economy decreased, but also service sphere's share had been increased. Therefore, development level of service sphere direct depend incomes level of population of country. In accordance to 2010 report of World Bank share of service sector in GDP on countries population with low incomes was 49%, also on countries population with average incomes was 54%. Moreover, countries with highly incomes this indicator was 71% [6]. Highly share of services sector in structure of GDP between West European countries was Luxembourg (83%). Till now development of service sector wasn't considering leading sector in such countries as China, India and Indonesia. In leading countries service sector's share in structure of GDP is 70%. Analysis shown that in former post-soviet space (also in Russian Federation), and Eastern – European countries had three state quality standard which was formed especially for transport services field. State quality standards including itself three questions:

– transport services – terming and definitions transport services;

– qualification of quality indicators of passenger conveyance;

– quality indicators transport services of commodity conveyance.

In marking standards on commodity and passenger conveyance consumer's position to give attention, also interest and demands of user of transport services were reflecting. Interests and demands of users have been forming quality of transport services [4]. For preparing state standards on quality of transport services in leading European (also, Eastern Europe) countries next sequence was realizing and application international ISO standards in present field:

– quality indicators of transport services – is consumer (description) peculiarity's of some services such as quantitative description, organizing its quality;

– guarding commodity and passenger luggage transportations as a main characterization of transport services, is providing indicators as a, high level of commodities (luggage's);

– transportation in exact time commodities or passengers luggage to depend on conveyance commodities (luggage's) on marked schedule last point;

– confidence of transport service – aggregate using by transport service also in definite time and volume which has been given.

– standard conveyance time of commodities – producer transport services providing deliver commodities to consumer in fixed time;

– quality of transport service were aggregate of main peculiarities of conveyance of passengers, commodities or transport forwarding services, suitable for conveyance and transport service by demand of passengers, good sender and receiver;

– quality level of transport service is absolute description was defined service level to compare with latest years

– quality system of transport services was aggregate of organizational structure, also to lead quality (ISO 8402);

– quality management using method and activity with operative peculiarities for providing demand to quality (ISO – 8402);

– quality's testing – systematic and independent analyze planning measures on transport service quality field and its results, also its effective introduction (ISO – 8402);

– class (grade) – is general demand on services, also category and degree indicators to concern its peculiarities and description. This standard ISO-8402 only for analogy usage and reflecting difference demand for services;

– Innovation and international standards in transport services sphere – this is standards to conclude stimulation innovation, to introduce ISO 9000, ISO 14000 and etc.

International management standards is greeting new technologies and its introduction. In international level quality indicators of transport services to concern following:

– after accepted orders deliver time for conveyance;

– delivery security and possibility on demand;

– stock and providing stability;

– order's confirmation and placing accessible;

– information about expenses on transport services and tariffs objectivity;

– possibility of credit payment; – processing effectiveness of commodities in stocks;

– quality of packing, also realization possibility of package and container conveyance;

- stability of receiving information, accessible of analysis, high level of execution for adopted decisions;
- relation possibility in service process;

Practice of Western European countries was shown that 80 % quality problems on transport services communicated with shortage of in field of management of company's activity [3]. Complex measures for increasing effectiveness of transport services only depend complication of tasks. Therefore, for processing adopted orders on next stages decreasing influence of human factor, automated transport schedule's planning operations, management of transport means by controller service and etc, main are realizing measures direction in this field. The main international quality standards as a ISO 9000: 2001 on transport sector was defined main result for quality management [5].

Quality system on transport sector is considering as best organize and functional in this situation:

- quality system of company is effective functioning;
- if presented services (produced products) is providing demand of client's expectation;
- take into consideration influence to environment and demand of society etc.

Quality system is defining which in front of problems, processes and personal peculiarities of companies and organizations. Accordingly to ISO 9000:2000 standards preparing and introduction of quality system must be realizing by heads of companies and organizations. Heads of enterprises accordingly to international standards must be defined expedient of transportation activity to claim of consumers. If quality certificate for presented transport services by different transport companies (given by word's famous international organizations) in that case service consumers to receive expedient guarantee. Transport system as a other field is a main condition for dynamic and sustainable development. For example, different factors as a production continuity, high quality, effectiveness of consumption processes depends transport services. Therefore, in economic policy of leading world countries improving transport services considering as a main direction of sustainable development. Transport system is playing key role for forming economic safety of country and GDP. Latest analysis which realized by World Bank shown that transport sector on world GDP to organize only 5-6 %. This is indicator in developed countries only 6-15 %, but in Azerbaijan Republic this indicator consisted of 4,8% [6].

Realizing state policy to provide as a new priority field of ICT sector in the world. In developed countries this idea is concentrated form of techno park. From this point of view for to enter new development stage this factor plays important role. First techno park was created in XX century 1950 s in USA in name of "Silicone valley". Latest years in USA had more than 700 zone. Europe's big techno park situated in France (Sophia Antipolis). Last 30 year during history of this techno park 11 thousand new work place have been greeted. Other Europe's famous techno park is ABEA Scientific Park. This park is on 55 hectare area. There are activated more than 70 national and international companies. In this techno park are working 1600 specialists. Techno parks also are developed in Turkey. In Turkey Republic techno parks was situated more than 20 different regions. These techno parks are working approximately 500 national and foreign companies. Different techno parks with information- communication technologies as a main factor positive influence to the development of national economy under the

modern economic condition. Acceleration globalization processes to rise importance of information communication technologies every day. Some developed and developing countries to attain present high level used to be introduction modern ICT and its advantage. World practice shows that effective using by ICT direct influence to the social- economic development of each country. Moreover, most countries for usage technologic potential of ICT, its introduction are considering priority field of economy . After realization new oil strategy and effective economic program in Azerbaijan Republic seriously social- economic development are observed. ICT sector is considering main priority field. After realization state policy in Azerbaijan are realized innovative projects in directions of information technologies, microelectronics, optic electronics laser technologies, modern technologies, diagnostic and rehabilitation health equipments and etc. In Turkey's techno parks has a different privilege for companies such as a taxes, customs and social fields [7].

Accordingly to practice of these countries confirm that to support innovative middle and small entrepreneurship in ICT sector, decrease between connection science sector and state, attraction foreign information technology companies and potential investors to Azerbaijan's ICT market, creation new innovative techno park are the main means of state priority. The analysis shown that 80-85% of electron information resources concentrated in West Europe and North America countries. For provide demand of developing East countries on information resources 80-90% are considering communication expenses. If Azerbaijan Republic to turn to transit information center, this expenses may be decrease 2-3 times. Moreover, to organize for usage information resources to demand of population and change country to exporter of information technologies are important to create free economic zones in different regions of Azerbaijan Republic.

Creation information technologic techno-park may be provide to attract foreign and internal companies, also potential investors to national ICT market. In result Azerbaijan Republic 's rating will increase in region in nearest year. Azerbaijan national model of information technologic techno-park is very important project in the world.

ICT (Information communication technology) sector of Azerbaijan Republic is considering very dynamic and developing field of service sector of national economy. In accordance to statistical indicators of Azerbaijan Republic in structure of GDP share of ICT was 1,8% in 2013 year [6]. After adopted "National Strategy on 2014-2020 years for development information society in Azerbaijan Republic" by government are formed next development of stages. In this strategy development of ICT's infrastructure and services, high technology, providing information safety and etc. have been planned. ICT sector of Azerbaijan Republic increased two times, average annual growth rate was 17% in 2003-14 years. "National strategy on development of ICT for to develop Azerbaijan Republic (2003-2012)", "State program for development information and communication technology in Azerbaijan Republic (Electron Azerbaijan) during 2005-2008 years)", state program for development information and communication technology in Azerbaijan Republic (Electron Azerbaijan) during 2010-2012 years" and others programs was played main role for development of national ICT sector of Azerbaijan Republic. Alter adapted "State program on creating and development space industry in Azerbaijan Republic "first time was

puted into orbit national satellite in 08.02.2013 year. Moreover, Azerbaijan Republic was among leading countries which created space industry. For development ICT sector of Azerbaijan Republic mobile communication operators such as "Azerfon", "Bakcell", "Azercell" had played important function. After activity of these companies in Azerbaijan Republic was increased volume of mobile communication market and mobile subscriber per capita every 100 person was 110 person. Therefore, by support of these mobile companies realized modern technology in mobile communication market of Azerbaijan Republic. Last years in reports of international organizations rating of Azerbaijan Republic was increased. For example, in report of "Global information technologies 2014" "which prepared by World Economic Forum rating position of Azerbaijan Republic was 49 between 148 countries. This indicator on post soviet space was second position after Kazakhstan Republic's indicator [7]. Moreover, in other international organization such as United Nations Organization's report was shown that ("Diagnosis of e-government") to compare with 2013 year Azerbaijan Republic's rating grown 28 position and was in 68 position in 2014. Accordingly to "Global competitiveness – 2014-2015 report of World Economic Forum was shown that Azerbaijan Republic global competitiveness index to compare with 2013 year in 2014 year among 144 different foreign countries was 38 position. Analyzes shows that in development of national ICT sector have peculiarities positive and some problems. Problems of ICT sector to stand in the way of increasing of competitiveness and to enter international ICT market. The main problems of ICT sector are considered such as undeveloped internal industry on different technologic fields in regions, didn't any export potential of this sector to world markets, didn't any attractive policy for to attract investments and etc.

In general, for forming competitiveness economy, also for providing sustainable development of transport and ICT services in Azerbaijan Republic must be realized following purposeful measures:

- for increasing direction competitiveness of transport system in Azerbaijan Republic must be decreasing: – cost price of transportation services, transportation expenses, transit conveyance, also time for export: – import operations, simplification border – crossing processes;

- providing on transport sector to international high ecologic standards;

- in developed cities on regions of Azerbaijan Republic introduction intellectual manage system of transport sector, development of public transport system, especially, restoration new city electrical transport kinds (as a tram, trolleybus) by assistance foreign investors in regions;

- increasing and supporting small and middle business entrepreneur activity on transport field in center and regions of Azerbaijan Republic;

- legal division on private goods and passengers transportation by different transport means which in state monopoly;

- providing certification process by state level of transport services;

- perfection transport services on the base of international licensing mechanisms in Azerbaijan Republic and etc.

- creating new information technologic services and to provide export to international ICT markets;

- to support small and middle entrepreneurial activity by economic stimulus in ICT sector;

- development different field of ICT sector and national entrepreneurs to access European ICT market;
- providing to enter e-economy on national economic fields;

- stimulation export volumes of products and services of ICT sector and creating available to taxes reduction;

- supporting information safety by high level in accordance with to world practice in Azerbaijan Republic and etc.

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