

**APPROACH TO SCIENTIFIC THEORETICAL DEVELOPMENT IN THE
DEVELOPMENT OF TRADE SERVICES AND THE SOCIO-ECONOMIC
SIGNIFICANCE OF INNOVATIVE DEVELOPMENT OF THE SECTOR**

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Abstract: This article analyzes the scientific and theoretical approaches to service sector development and their role in improving the sector through innovation. The study emphasizes the importance of the service sector in the economic system, its role in ensuring social stability, increasing employment, and improving living standards. It also substantiates the importance of modern governance mechanisms, digital technologies, and market-responsive approaches in the process of innovative development.

Keywords: services, scientific and theoretical approach, innovative development, service sector, socioeconomic significance, competitiveness, digital technologies, market mechanisms.

Аннотация: В данной статье анализируется содержание научно-теоретических подходов в процессе развития сферы услуг и их роль в совершенствовании сектора на инновационной основе. Исследование подчеркивает важность сектора услуг в экономической системе, его роль в обеспечении социальной стабильности, увеличении занятости и повышении уровня жизни населения. Также обосновывается важность современных механизмов управления, цифровых технологий и подходов, гибких к требованиям рынка, в процессе инновационного развития.

Ключевые слова: услуги, научно-теоретический подход, инновационное развитие, сектор услуг, социально-экономическое значение, конкурентоспособность, цифровые технологии, рыночные механизмы.

Introduction. In today's globalized and increasingly competitive economic environment, the trade services sector is becoming a vital component of the national economy. This sector not only ensures the flow of goods and services but also plays a vital role in ensuring economic stability by strengthening the inextricable link between producer and consumer. Particularly in the context of deepening market relations, the effective functioning of trade services is crucial for meeting the needs of the population, developing the domestic market, and accelerating economic growth. Today, the development of trade services is not limited to practical measures; it also necessitates their scientific and theoretical substantiation. The effectiveness of approaches used in developing the sector depends, first and foremost, on their scientific foundation. Scientific and theoretical perspectives allow for a thorough understanding of the essence,

functions, and development principles of trade services, creating a solid methodological foundation for their innovative improvement.

At the same time, the process of innovative development in the sector is of great socioeconomic significance. The introduction of modern technologies, improved management systems, and the use of digital solutions in trade services contribute to increased productivity, the creation of new jobs, and improved service quality. This, in turn, positively impacts the improvement of living standards, the development of consumer culture, and the stable functioning of the economic system. The purpose of this article is to explore the importance of scientific and theoretical approaches to the development of trade services, analyze the socioeconomic nature of the sector's innovative development, and provide a scientific overview of the impact of these processes on economic development.

Relevant literature review. In the modern economic system, the trade services sector is recognized as a key factor in economic growth. The development of the service sector, particularly trade services, is directly linked to improving the structural structure of the economy, strengthening market infrastructure, and effectively meeting the needs of the population. In the scientific literature, trade services are interpreted as an important link linking the production and consumption stages of the economy [1]. The scientific and theoretical foundations for the development of trade services are based on the theory of service economics, institutional economics, and concepts of innovative development. Although early economic theories viewed services as a secondary sector, modern research evaluates trade services as an independent economic system, and their impact on economic efficiency is widely analyzed [2]. In particular, it has been scientifically proven that the development of the service sector has a significant impact on employment levels, household incomes, and domestic market activity. In the scientific literature, approaches to the development of trade services are grouped into several areas. The first approach aims to improve the quality of trade services and protect consumer interests, with convenience, speed, and reliability of services considered key criteria. The second approach aims to enhance competitiveness through the innovative development of trade services, with the use of digital technologies, e-commerce, logistics, and modern management mechanisms playing a significant role [3]. The innovative development of trade services is considered a separate scientific field. Researchers view innovation as a key factor in increasing the efficiency of trade services, emphasizing that its implementation leads to reduced transaction costs, increased market transparency, and improved service quality [4]. Innovative trade services not only bring economic benefits but also have social significance, creating equal opportunities for various segments of the population.

Academic literature widely emphasizes the socioeconomic significance of innovative development of trade services. In particular, trade services play a key role in creating new jobs, developing small businesses and private entrepreneurship, and reducing interregional economic disparities [2]. At the same time, the expansion of the service sector strengthens social stability and contributes to improving living standards. Globally, trade in services is becoming an important factor in economic development. International studies show that the share of trade in global value chains is growing, a process that is crucial for ensuring national economic stability [5]. In particular, the development of digital trade services expands opportunities for small and medium-sized businesses to enter international markets and strengthens economic integration. Therefore, a thorough scientific and theoretical study of the development of trade services and the practical implementation of innovative approaches should become a priority for national economic policy. An analysis of existing scientific literature demonstrates the need for a comprehensive, systemic, and innovative approach to the development of trade services. This

serves as an important factor in ensuring socioeconomic stability, while also increasing the economic efficiency of the service sector.

Research methodology. This study utilizes a comprehensive methodological approach to substantiate scientific and theoretical approaches to the development of trade services and determine the socioeconomic significance of the sector's innovative development. The research methodology is based on theories of service economics and innovative development, combining general scientific and specialized economic research methods. The study primarily utilized methods of scientific abstraction and logical analysis. These methods theoretically summarize the economic essence of trade services, their role in the market system, and innovative development processes. Conclusions are also drawn based on existing scientific views using deductive and inductive approaches, identifying common theoretical patterns.

Furthermore, a comparative analysis was used to compare various scientific approaches and concepts for the development of trade services. This method allowed us to identify the advantages and limitations of traditional and innovative models of service sector development. Comparative analysis allowed us to deepen our theoretical conclusions regarding the innovative development of trade services. A systems approach plays a special role in the study. This approach allowed us to consider trade services as a holistic system consisting of interconnected elements. Through a systematic analysis, we examined the economic links between trade services infrastructure, innovation mechanisms, market participants, and consumers, and assessed their impact on socioeconomic development. Furthermore, using scientific generalization and grouping methods, we identified the main drivers of innovation in the development of trade services. These methods played a significant role in systematizing service sector development trends and assessing their socioeconomic significance.

Overall, the research methodology employed enabled us to thoroughly explore the scientific and theoretical foundations of trade services development, conduct a comprehensive assessment of the economic and social significance of the industry's innovative development, and develop scientific conclusions and practical proposals.

Analysis and Results. The development of the trade services sector is directly linked to the complexity of economic processes, and the role of scientific and theoretical approaches in the effective management and development of this sector is constantly growing. Scientific theory serves to define the economic essence of trade services, their functions in the market system, and the laws of development. It is on the basis of these theoretical foundations that the relationship between trade services and the processes of production, distribution, and consumption is scientifically explained.

In economic literature, trade services are often viewed as an important mechanism for creating added value, ensuring market balance, and satisfying consumer demand. From this perspective, a combination of classical and modern economic theories is of great importance for the development of the sector. While classical approaches explain the effectiveness of trade activities by linking them to market freedom and a competitive environment, modern theories substantiate the priority of innovation, the knowledge economy, and the service sector.

The practical significance of scientific and theoretical approaches lies in the fact that they ensure thoroughness and justification of decisions made regarding the development of trade services. Although theoretically unfounded development measures may yield short-term results, they cannot ensure sustainable growth of the industry in the long term. Therefore, a scientific approach serves as an important methodological basis for developing strategic planning and development programs in the trade services sector.

In today's economic environment, the development of trade services is unthinkable without innovative processes. Innovations are fundamentally changing the nature of trade services, increasing their efficiency and competitiveness. In particular, digital technologies, electronic trading platforms, automated management systems, and modern logistics solutions are enabling trade services to reach new levels.

One important area of innovative development is the digitalization of service processes. Digital technologies help reduce time and costs in trade services, accelerate information exchange, and effectively build customer relationships. This process, in turn, leads to improved service quality and customer satisfaction.

Furthermore, innovative approaches also contribute to the improvement of management culture in the trade services sector. Modern management methods, including strategic management, marketing innovations, and customer-oriented service models, enhance the adaptability of retailers to market conditions. As a result, the trade services sector is becoming not only economically efficient but also a socially responsible and responsive sector. The socioeconomic significance of innovative development in the trade services sector is evident in its multifaceted impact on the economy and society. First and foremost, this process contributes to increased employment through the creation of new jobs. The introduction of innovations in the trade services sector increases the demand for qualified personnel, specialists with modern knowledge and skills.

From a social perspective, the development of trade services directly impacts the standard of living and consumer culture of the population. Improving the quality and convenience of services facilitates the satisfaction of everyday needs, allowing for the efficient use of time and resources. This creates the foundation for strengthening social stability and the creation of a positive economic environment in society.

From an economic perspective, innovative development of trade services leads to the expansion of the domestic market, a stronger competitive environment, and accelerated economic growth. The added value created by trade services contributes to an increase in the country's gross domestic product and ensures its harmonious development with other economic sectors. Thus, scientifically based and innovative development of trade services is considered a key factor in economic development.

In the development of trade services, scientific and theoretical approaches and innovation processes are closely interrelated, and their combination determines the socioeconomic effectiveness of the sector. Scientifically based approaches ensure the feasibility of innovative solutions, while innovation serves to effectively implement these theoretical insights in practice. The table below systematically reflects the socioeconomic impact of scientific and theoretical approaches and innovation development factors on the development of trade services.

Table 1.

Socioeconomic significance of scientific, theoretical, and innovative approaches to the development of trade services.

Scientific and theoretical approaches	Innovative development factors	Economic impact	Social impact
Market-based approach	Implementation of digital trading platforms	Increased trade turnover, reduced costs	Increased ease of use of services
Competitiveness	Modern marketing	Increased	Increased

theory	technologies	corporate profits	consumer satisfaction
Service economy concept	Automation of service processes	Increased labor productivity	Creation of new jobs
Innovative development theory	Electronic payment and logistics systems	Increased market efficiency	Development of consumer culture
Strategic management approach	Customer-oriented service models	Long-term sustainable economic growth	Strengthening social stability

As the table shows, scientific and theoretical approaches to the development of trade services serve as a methodological foundation for innovation processes. The implementation of innovative factors corresponding to each theoretical approach enables us to achieve not only increased economic efficiency in trade services but also socially significant results. In particular, the use of digital technologies and modern management methods leads to improved service quality, more complete satisfaction of public needs, and increased employment.

At the same time, the data presented in the table indicate the need to implement innovative approaches to the development of trade services not haphazardly, but scientifically. This is an important factor in ensuring the long-term sustainable development of the industry, accelerating economic growth, and improving social well-being.

Conclusions and suggestions. The analysis shows that the development of trade services is not only a set of practical measures but also a complex economic system that must have a deep scientific and theoretical foundation. Scientific and theoretical approaches allow us to understand the essence, functional objectives, and patterns of development of trade services in a market economy, creating a solid methodological foundation for improving the sector through innovation. In this context, combining a scientific approach and innovative activity in the development of trade services is of great importance.

The study's results demonstrate that innovative development of trade services has a broad socioeconomic impact. Specifically, the introduction of modern technologies and management methods contributes to improved service quality, increased labor productivity, and improved market efficiency. These processes, in turn, positively impact the creation of new jobs, improved living standards, and greater social stability. Furthermore, a stronger competitive environment in the trade services sector ensures its harmonious development with other economic sectors.

Based on the above findings, it seems appropriate to put forward the following proposals for the development of trade services. First, it is necessary to strengthen a comprehensive approach based on scientific research when developing state and regional programs aimed at developing the trade services sector. Second, it is important to improve mechanisms for supporting small and medium-sized businesses in the implementation of innovative technologies and encourage their adaptation to digital infrastructure.

Third, special attention must be paid to upgrading the skills of specialists working in the trade services sector. In this regard, expanding training programs in modern management, marketing, and digital technologies will contribute to accelerating the sector's innovative development. Fourth, it is necessary to strengthen a socially oriented approach to the development of trade services, that is, to protect consumer interests and implement an effective service quality control system.



Finally, the scientifically based and innovative development of trade services is an important factor in ensuring the country's economic development and improving public welfare. Therefore, the consistent and systematic implementation of measures aimed at developing this sector remains a pressing task.

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