



CLUSTERING APPROACH IN THE SERVICES SECTOR AND ITS IMPACT ON ECONOMIC EFFICIENCY (ON THE EXAMPLE OF HOUSEHOLD SERVICES)

Normurodova Zebo Eshmaxmatovna

Lecturer at Qarshi State University

e-mail: normurodovazebo1@gmail.com

ORCED: <https://orcid.org/0009-0006-2045-9726>

Annotatsiya. *Maqolada xizmatlar sohasida klasterlash yondashuvining iqtisodiy samaradorlikka ta'siri maishiy xizmatlar misolida tahlil etilgan. Klasterlash mexanizmlarining resurslardan samarali foydalanish, xizmatlar sifati va raqobatbardoshlikni oshirishdagi o'rni asoslab berilgan. Tadqiqot natijalari klasterlash xizmatlar sohasi rivojlanishining muhim omili ekanligini ko'rsatadi.*

Kalit so'zlar: *xizmatlar sohasi, maishiy xizmatlar, klasterlash, iqtisodiy samaradorlik, raqobatbardoshlik.*

Аннотация. *В статье исследовано влияние кластерного подхода на экономическую эффективность сферы услуг на примере бытовых услуг. Обоснована роль кластерных механизмов в повышении эффективности использования ресурсов, качества услуг и конкурентоспособности. Результаты исследования подтверждают значимость кластеризации в развитии сферы услуг.*

Ключевые слова: *сфера услуг, бытовые услуги, кластеризация, экономическая эффективность, конкурентоспособность.*

Abstract. *The article analyzes the impact of the cluster approach on economic efficiency in the service sector using household services as an example. The role of clustering mechanisms in improving resource efficiency, service quality, and competitiveness is substantiated. The findings confirm that clustering is a key factor in the sustainable development of the service sector.*

Keywords: *service sector, household services, clustering, economic efficiency, competitiveness.*

In today's globalization environment, the service sector, as an important component of the national economy, plays an important role in increasing employment and incomes. In particular, household services play an important role in ensuring the quality of life and social well-being by meeting the daily needs of the population.

In the development of the service sector, the effective use of resources and increasing the competitiveness of services are urgent tasks, and in this process, the clustering approach is emerging as a modern and effective management mechanism[2]. Clustering allows for increased economic efficiency by strengthening cooperation between service providers.





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Clustering is the integration of functionally related enterprises and organizations in a certain region or industry, and their mutual cooperation creates a synergistic effect[3].

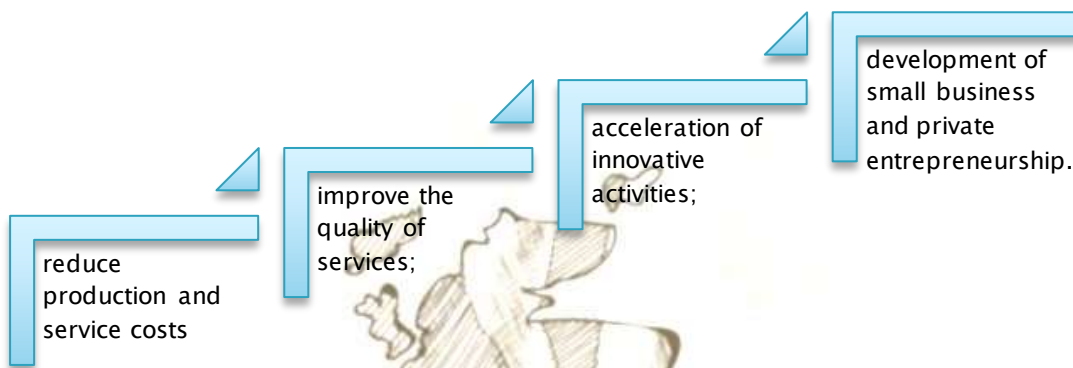


Figure 1. Clustering opportunities in the services sector

Clustering in the field of household services allows for the development of interrelated services in areas such as repair, maintenance, cleaning, and household appliance service in a single system.

The clustering approach in the field of services is one of the modern mechanisms of economic development, which creates additional economic efficiency by strengthening interaction between service entities[1]. In the process of clustering, independently operating enterprises, service centers, supply organizations, infrastructure entities, and financial institutions operate as a single system.

This approach ensures the rational distribution of production factors in the service sector, reduces duplication of resources, and serves to reduce the cost of services. As a result, a healthy competitive environment is formed in the services market and economic efficiency increases.

Clustering in the field of household services may consist of the following main structural elements:

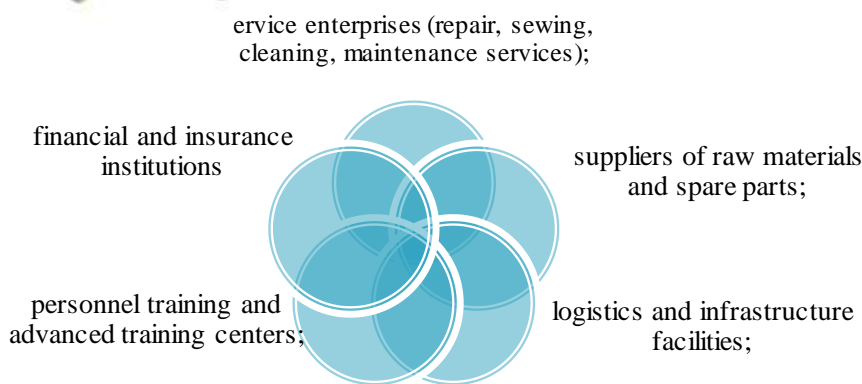


Figure 2. Structural structure of clustering in the household services sector





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The integration of these elements ensures the continuity of the service delivery process and significantly increases the efficiency of economic activity. As a result of clustering, small businesses will be able to take advantage of large market opportunities.

The clustering approach in the field of household services has a positive impact on the following key indicators of economic efficiency:



Figure 3. The impact of clustering on economic efficiency indicators.

In the context of clustering, service providers jointly develop marketing strategies, use common databases, and implement innovative technologies more quickly. This ensures sustainable growth in economic efficiency.

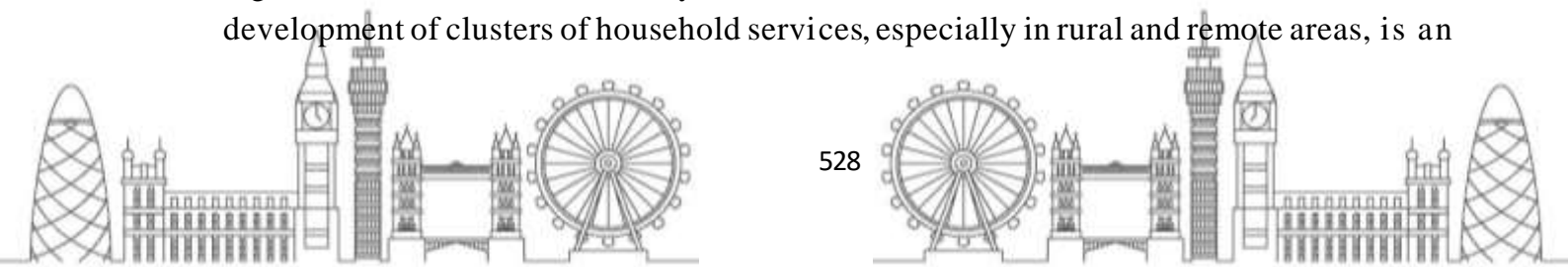
Efficient use of resources is an important factor in ensuring economic stability in the service sector. The clustering approach allows for the integrated use of material, financial, and labor resources. In particular, in the field of household services:

- joint use of equipment;
- increase in personnel capacity;
- resource efficiency increases significantly through optimization of financial costs.

As a result, the quality of services improves and the ability to fully satisfy the population's demand for these services expands. The formation of clusters of household services is an important factor in regional economic development, primarily contributing to increased economic efficiency. Based on clustering, the territorial concentration of service provision processes is ensured, and the efficiency of resource use increases. As a result, the following positive economic effects are observed in the regions where clusters are established:

- as a result of the creation of new jobs, the efficiency of the use of labor resources increases and the employment rate improves;
- an increase in the income of the population leads to an expansion of domestic demand and the sustainable development of the services market;
- the expansion of the services market contributes to an increase in the volume and quality of services, and as a result, an increase in the volume of regional gross product;
- increased entrepreneurial activity increases the economic efficiency of small business entities and improves the competitive environment.

These processes also have a positive impact on reducing economic disparities between regions and on the territorially balanced distribution of economic resources. The development of clusters of household services, especially in rural and remote areas, is an





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important instrument for solving socio-economic problems by increasing the efficiency of production and services.

Problems arising in the process of introducing clustering in the service sector directly affect economic efficiency. In particular:

- insufficient development of institutional cooperation leads to a weakening of cooperation between service entities, reducing the effectiveness of synergy;
- limited access to financial resources weakens the investment activity of cluster participants and prevents the full manifestation of economic efficiency;
- a shortage of qualified personnel leads to low labor productivity and insufficient increase in the quality of services;
- slow introduction of innovative technologies leads to high costs of services and a decrease in competitiveness.

Addressing these problems is an important condition for increasing economic efficiency. Therefore, strengthening cooperation between the state and the private sector, improving the investment climate, expanding financial and institutional support mechanisms, and encouraging innovation serve to increase the effectiveness of clustering.

The clustering approach in the services sector is one of the important and strategic tools for increasing economic efficiency. Analyses conducted on the example of household services show that the introduction of clustering mechanisms expands the possibilities for rational and efficient use of resources, ensures the continuity of service delivery processes, and significantly improves the quality and volume of services.

The clustering approach also serves to increase competitiveness in the services market, strengthen the economic activity of small businesses and private entrepreneurs, and improve the employment rate by creating new jobs[5]. As a result, the sustainable development of the services sector is ensured, and the overall growth rates of the regional and national economy are accelerated.

Therefore, the widespread introduction of clustering mechanisms in the services sector, especially in the household services sector, and their institutional and financial support should be considered one of the priority areas of the country's economic development.

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