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### Tertiarisation as a Law of the Development of Modern Economy

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**Abstract:** One of the most significant and visible manifestations of the restructuring of the regional economy is the outstripping dynamics of the tertiary sphere, or, in other words, tertiarisation. The production of services is inextricably linked with the economy, with its progressive dynamics, is present at all its historical stages, is inherent in all of its regionally separate subdivisions, which allows us to view tertiarisation as a long-term, stable and strategically significant trend, resulting and, simultaneously, Regional economy. Starting from the second half of the 20th century, thanks to a significant increase in labor productivity, an increase in the standard of living of significant masses and strata of the population, the duplication of universal consumer stereotypes and standards, the demand for a variety of types of transport, communication, financial and information services, urbanization, etc., the process of advancing development of the tertiary sphere Has acquired a powerful impetus and almost a global scale. In recent years, tertiarisation has been one of the basic determinants of the development of Russian meso-economics, predetermining a situation in which the territorial and economic systems are gaining service-oriented functions on an ever-increasing scale, and the components of the tertiary sphere are the quality of the regional “poles of growth”. In this context, taking into account the factors, features, consequences and mechanisms of tertiarisation of the regional economy acquires a special, primary importance.

**Keywords:** tertiarisation, sphere of services, tertiary sphere, management of systems, regularity, development of economy

**JEL Classification:** L11, L16, L80, L88

### INTRODUCTION

A study of accelerated growth of the services sector as the patterns of structural development of postindustrial economy is defined by the necessity of the implementation of the restructuring of the

Russian economy in the direction observed in highly developed countries the tendency to substitute material factors of production human capital, due to the limitations of the traditional resources and a shift in consumption towards immaterial goods. In modern conditions, the most important characteristic of economic growth was its quality is largely dependent on progressive changes in the structure of the economy, and in this context, economic theory faces the task of proper understanding of the ongoing transformations.

Attribute of any developing economy are structural changes, theoretical and methodological basis which must be regarded as an integral part of the General theory of economic growth. The solution to the problem of ensuring sustainable economic growth is possible only in case if it is in accordance with the principles of the system of complementary development, wherein one part of the economy does not grow at the expense of others, and progressive changes in any one part are accompanied by adequate changes in other parts. The structural shift in favor of the services sector, leading to a redistribution of production factors across the economy, has serious implications for a wide range of related business activities relations affecting productivity and wages, new forms of capital formation, employment and subsidies, economic growth at national and global levels.

The knowledge of the content of tertiarization economy, expressed in absolute and relative increases in the service sector while reducing the specific weight producing the physical good of the sectors of production, it is important both in theoretical and in practical terms. The development of an effective structural policy of the state, its specific goals and mechanism of implementation, as well as the system of evaluation of expected results today of paramount importance. What to give preference to the formation of economic strategy of the current dynamics of the increase in gross indicators of the functioning of the national economy or improving the quality of economic growth and opening thanks to new prospects – this choice is made policy. The task of scientists is to provide all interested sectors of society unbiased scientific substantiation of the political-economic decisions. Because of this, the present study has a predictive nature.

The deepening of structural studies in this direction allows, on the one hand, to theoretically meaningful results, giving adequate the requirements of modern economic life model representation of the nature and mechanism of “service-oriented” sector shift, and on the other hand, to develop practical recommendations for strategies for structural adjustment of the Russian economy.

Avoiding direct analogies “new economy” – “new world economy”, consider the essential features of the modern world economy, to do in one degree or another valid conclusion in her real paradigm. If a formal approach to determining the nature of the global economy, it can be stated that, in fact, on the surface, little has changed. The world economy is almost firmly remains the market economy, although some elements of the undermining of commodity, market economy is marked. The international division of labor has not disappeared, although it has become more “developed and advanced”.

## **LITERATURE REVIEW**

The development of the tertiary sector in the regional economy has received some meaningful study of both the foreign and domestic scientific literature.

Trends and of restructuring of the economy, development of its system of tertiary sector was reflected in the works of such famous authors as F. Braudel, I. Wallerstein, M. Castells, M. Porter, etc. some foreign

Publications (I. Brade, D. Eckert and others) and Russian (E. Animitsa, N. Vlasova, V. Kolosov, N. Mironenko, etc.) researchers, thus, directly addresses the phenomenon of tertiarisation in its territorial and economic context.

Important for the formation of the scientific position of the author in the aspect of accounting for the contingency of the development of the tertiary sphere and economy of the region as a whole has also given papers on theory and methodology of regional economy (V. Bilchak, A. Granberg, V. Kistanov, V. Leksin, P. Minakir, O. Pchelintsev, A. Chistobaev, etc.)

To the problem of transformation of the sectoral structure of the economy in the transition to a postindustrial stage of civilization development, the first more than half a century ago addressed M. Wolf, K. Clark, S. Kuznets, A. Fisher and J. Fourastie. Later, using the specified three-sector scientists developed the concept of division of Economics, D. Bell, A. Touraine and O. Toffler laid the foundations of the theory of post-industrial society, structural-economic component of which today was developed in the writings of J. Attali, B. Bosworth, M. Gramling, E. Gundlach, H.W. Sinn, H. Klodt, N. Lautenbach, F. Machlup, P. Sedlacek, R. Skidelsky, G. Peltzer, D. Triplett, L. Torow, H. Hansen, R. Heilbronner, H.H. Hertel, R. Jungnickel and other scientists.

It should be noted that an important side is the study of the postindustrial economy. In domestic scientific literature, the structural aspect of the formation of the post-industrial economy was considered by S.S. Gubanov, V.L. Inozemtsev, V.I. Maevsky, T.A. Selischeva, L.A. Sosunova, O.S. Sukharev, M.M. Haikin and other authors.

Missing and system justification of the conditions and mechanisms of integration of the priorities of tertiarization the system of management of regional economy. All this initiated the selection of the research topic, the formulation of the goals and milestone tasks.

## **MATERIALS AND METHODS**

Theoretical and methodological basis of research are works of representatives of neoclassical, Keynesian, institutional and evolutionary economic theory and the works of domestic and foreign scientists devoted to problems of structural analysis and development of the economy, the functioning of the development of tertiarization and the services sector, the formulation and implementation of structural policy of the state. The authors used a separate provision of social, psychological and legal theories, reflecting the formation of post-industrial society.

Instrument-methodical apparatus. This study uses a set of scientific and special methods of research of economic phenomena, namely: dialectical, logical, historical, systemic-functional, factorial methods. The instruments of the study vary depending on the objectives of its specific phases.

The determining factor in the justification of the results of the study became the method of dialectical logic, involving critical analysis and empirical verification of even one of the most widespread consequences of the economic science. Consistency in research is achieved through a combination of empirical analysis and theoretical generalization of the studied phenomena, the consideration of the object of study as a whole system and identify dynamic characteristics of structural elements. An important role in the work is the methodology of institutional analysis, but also of great importance are the principles of structural-functional and historical-logical justification of scientific results.

In implementing the goals and objectives of the study were applied to private parties economic knowledge: a comparative and system analysis, method of expert evaluations.

Information and the empirical base of the study. This work uses statistical and other factual data for the Russian and world economies, including those submitted on the official sites of state structures and international organizations, as well as contained in reports, presentations, forecasting developments, policy documents and scientific publications.

The regulatory framework of the study presented a selected topic relevant documents of the Russian Federation, foreign countries and international organizations regulating the functioning and structural development of national and world economy.

## DISCUSSION

**Prerequisites and factors of the emergence of the “new economy”.** As for international trade, international migration of capital, labor, these processes exist, developing quantitatively and qualitatively. But is it possible to talk about significant qualitative changes in international trade and capital investments?

This is acknowledged by supporters of the inviolability of the traditional foundations of the world economy, saying that a world market of technologies that was in its infancy in the middle of the 20th century arose. Appeared hyperspace of the Internet (Chesbrough, 2006), the international financial market surpassed the turnover of commodity markets, etc.

However, these changes, mainly quantitative ones, did not affect the essence of the world economy in order to characterize it as a new world economy. Noting the outwardly unchanged features of the world economy in the mid-10's. XXI century. From the traditional features of the world economy fifty years ago, consider its qualitative changes that occurred during this period (Grant, 1996).

Immediately it should be noted that such an analysis involves the operation of significant amounts of digital, factual data, calculations, expert assessments, etc. All this requires a substantial amount of research that does not fit into the framework of a separate article. Therefore, here we will consider the basic, fairly clearly manifested elements of the new relations under conditions of tertiarisation, qualitatively changing its structure, mechanisms, and character.

The most important feature of tertiarisation and the information society is the transfer of emphasis in production from the use of materials to the provision of services, which entails a significant reduction in the extraction and processing of raw materials and energy consumption.

“Tertiarisation” of the economy (i.e., the primary development of the tertiary sector of the economy - the provision of services) leads to a significant change in the share of economic sectors in the formation of CWP. For example, in European countries, where the information society has significantly advanced in development, more than half (55%) of the turnover in the information industry is in the creation of information products and technologies and only 45% in the production of machinery; In the communications industry, the gap is even more radical: 80% are telecommunications services and only 20% - media production (Lovelock & Gummesson, 2004).

One of the fundamental characteristics of the information society is its global nature. In the process of its formation, the boundaries between countries and people are gradually eroding, the structure of the

world economy is radically changing, the market becomes much more dynamic and competitive. For each state in these conditions, the development of the national information infrastructure and its effective inclusion in the global information infrastructure become critical (Chesbrough, 2006).

In today's economy, the need to establish on constant basis dialogue relations between producers and consumers, aimed at maximizing the degree of satisfaction of their requests, is of great importance.

In this regard, tertiarisation involves the formation of a qualitatively new social relationship between the producer and the consumer. The consumer begins to dictate his demands to the manufacturer and turns into an active participant in the production process.

All of the above made it necessary to introduce a client-oriented approach as a basis for the activity of economic entities as a tool for managing customer relationships, aimed at obtaining sustainable profits in the long-term. The phenomenon that develops on the basis of the ever-wider introduction of client-oriented technologies and received the name "customization" in the English literature means a special, individualized approach to meeting the needs of an individual client, attractive not only for ethical reasons, but also economically advantageous, as it provides a competitive advantage by creating higher cost to the customer.

In the peculiarities of the existence of such a process as tertiarisation this approach has been embodied in the development of the concept of marketing relationships, largely determines the functioning of modern organizations, not only service, but also production. The term "relationship marketing" was first introduced by the American scientist L. Berry, who used it as applied to the service sector (Gayderova, 2010).

**Subjective series of managing influences of the modern economy.** Subject to a number of the modern economy differs markedly from its classical counterpart, the main, leading and determining role played by the state. In the new world economy, the role of the state is still decisive. However, the mechanisms for the implementation of this role is largely modified. These mechanisms evolve gradually and, in turn, reflect the objective of the transformation occurring under the influence of processes of globalization (glocalization), Informatization of the world economy, its slavishly, financing and a number of other processes.

A General premise that prompted awareness of the phenomenon of the "new economy", has become a set of historical steps that occurred in the world economy in the last third of the twentieth century. This is the stage of development of the technology, information, communications and financial revolution. Each of these stages deserves a separate study. Consider some of the features of the technological revolution, its role in the formation of Novo economic characteristics of modern society (Scholl & Raabe, 2011).

The theory of economic development sees technological innovation as a key source of economic growth. In accordance with the concept of N. Kondratieff long waves in economic development, many modern economists identify five periods of the scientific-technological revolution.

The period from 1985 to 2035. they believe the fifth wave of the scientific-technological revolution. This period, according to the already formed opinion, and determines a temporary shell of the "new economy".

In the last quarter of the twentieth century many technological achievements, spread to new sectors of the economy, and has reached a new stage of development. As the most significant areas of technological developments P. Drucker highlighted the following:

- electronics (creation of personal computers and growth of their interaction);
- of communication (the Internet);
- medicine (the development of bioelectronics and biogenetic).

These breakthroughs opened the business opportunities of full automation of production instead of the pipeline and output at the global level through a computer network. If the industrial age basic factor was the electricity, for the post - macro processor, which allowed to replace the individual machines and mechanisms, unified system of automatic machines.

In the last decade have shown the significance of new technologies, especially nanotechnology. Nanotechnologies represent a new economic production system. Now product created by a combination of connections of elementary particles, and not separation from natural material unnecessary items (e.g., metal smelting). If these technologies will develop in the scale of social reproduction, the main issue of Economics is not so much an efficient use of scarce resources as infinite connection with virtually renewable resources. It's not even a revolution in science, and as suggested by the Russian economist K. Hubiev: "the emergence of a fundamentally new economic world order" (Demidova, 2010).

In addition, nano and biotechnologies, the prerequisites of the "new economy" are other new and high technologies, in particular technologies in the field of new materials, resource-saving, ecological, as well as a number of technologies in the field of management, marketing and some others (Novikov, 2013).

Special attention should be given to this stage of economic development as the "information" revolution, because it is the Central premise and the essential feature of the "new economy". At the same time, the technological revolution is a basic prerequisite, without which it could not occur and the information revolution and the financial revolution is a kind of "superstructure" factor in the emergence of the "new economy" that defined its essence in the development of modern society.

The onset of the stage of development of the information age is connected with the information revolution that swept the developed world in the early 1970s, the Information revolution contributed to the formation of the information society, and with it theories of the information society, summarizing its features.

Defining the information society as a new social reality, the theorists emphasize its diversity and the radical changes that brought the information revolution in all spheres of public-economic life. Therefore, in the definition of the information society are often singled out several aspects: technological, economic, occupational, spatial and cultural.

**Main features in the new emerging relations of tertiarisation.** These processes become so intensive that it is impossible not to notice the new evolving relationship, which, due to unidentifiedness, is called a "new economy". Its major features manifested today, or have a strong tendency to manifestation, include:

- A decline in the value of the substance. Processing of information becomes more effective than the manipulation of material resources. A significant trend is that the cost of the entity will be less to define "tangible" values - machines, buildings, etc., and more "intangible" qualifications (competencies) of staff, creative ideas, a strategic combination of key resources in the processing of information.



- Compression space. Previously, the geographical factor was a determinant in the competition, now it has lost its former significance, since in a global economy, and especially in the growing Internet space and the growing number of interacting business entities that may reside on other continents thousands of miles, but to operate in real-time. In the last three years, for example, Amazon.com sold two million of its books to customers from 160 countries from its offices in the United States (Novikov, 2013).
- Intellectualization of production. It is the “new economy” makes people (not computer, not the Internet – as many mistakenly believe), his consciousness is the main driving factor. Only in the “new economy” of bright ideas, setting new targets, innovative algorithms implementing them bring huge profits. Human intelligence lies at the basis of new technologies and business models. People who are able to generate creative ideas, have become extremely valuable assets transformed to methods of management of such staff.
- New growth. In the “new economy” is the product or service promoted on the market almost instantly. Accordingly, the main objective of marketing is an accelerated promotion information. Having received a positive market response, who will make the first investment in the promoted product or service is more likely to make a profit, having the character of a geometric progression. That is, the “new economy” provides a qualitatively different nature of growth.
- Network effects. Some actors are confident in the quality of their product (services), distribute it sometime free, capturing thereby a certain market niche, and then using network capabilities, notifies the maximum number of buyers (consumers). As a result, the value of the business grows according to the law, the exponent depending on the company’s share in the market (Sherer & Ross, 1999).
- New intermediaries. In a traditional economy, the role of the intermediary has a tendency to displacement, because there are lots of ways for buyer and seller to find each other. In the “new economy” and their role increases again, but not in the product and in the information niche. Creating information chaos specialized databases, they successfully sell information, create whole complexes of integrated services, intelligent support for market participants, in other words, a new economic environment in which it is convenient to all its inhabitants.
- Individualization. Communication is increasingly based on the principle “one on one”. Information describing the individual qualities of a potential customer becomes an independent product, and not the cheapest. It is no secret that in modern companies, customer databases are one of the most sensitive types of information. The ability to find individual approach to a potential customer is a hallmark of the “new economy”. And the client, as a rule, indifferent to public information intended for all, and responds only to information, taking into account its individual characteristics.
- The combination of market stages. Traditional Economics assumed a sequence of stages prior to the actual sale. In the “new economy” stage of advertising, marketing, customer search, checkout, payment and the actual process of purchase and sale are often combined.
- Increased adaptability of the market. Interaction of subjects of market in real time changes not only the information economy, but also its essence. Axiomatic is the statement that one of the features of the market - the transformation in favor of the existing market conditions. In the

“new economy” these adaptive processes occur sometimes almost instantly, the inertia cannot only reduce profit, but also lead to a complete collapse of the subject.

## CONCLUSION

Tertiarisation today is very relevant for the development of the entire national economic complex, as the role of this sector in the modern economy is associated not only with its predominance in the structure of the economy, but also with the fact that the key factors of economic growth, such as scientific knowledge, intangible forms of accumulation, information technologies, as well as globalization of economic activity.

All the variety of services in the modern economy can be grouped as follows: transport, communications, wholesale and retail trade, credit and finance, insurance, household services, cultural and recreational services and social services - education, health, social services.

Over the past two decades, the service sector has been one of the most dynamically developing sectors of the world economy. This is due to the complexity of production, the saturation of the market with new products, with the rapid growth of scientific and technological progress.

The growth rate in many countries is dominated by a complex of very significant new business services, such as marketing and advertising services, engineering and construction services, leasing operations, accounting and auditing services, etc. Computer services and services of personnel recruitment services are developing rapidly. In recent years, the sectors in question in Russia accounted for 23% of GDP and 37% of the total number of employees, that is, these indicators are 2-2.5 times lower than in the countries of the West (Chesbrough, 2006).

Therefore, Russia needs, above all, to overcome a non-realistic theoretical assessment of the service sector as a secondary sector, and the state should promote the formation and development of small businesses that occupy important positions in the service sector.

It is necessary to overcome the backlog of Russian tertiarisation at the scientific and technical level. Priority direction of scientific and technical policy, and conversion programs, in particular, should be the development of modern technical means for small businesses, for specific operations in the service industries. Special attention should be paid to the development of a system of incentives for the introduction of innovations in production.

The projects of formation of technopolises, technoparks, scientific incubators that would become centers of scientific research and development deserve support. For effective management of state structures, economic independence is provided, competition is under the control of the state, transition to a contractual model and competitive form of budget financing of institutions with equal participation in public and private bidding. Important changes include the decentralization of social infrastructure management systems in all countries, the delegation of a significant part of the rights and responsibilities from the center to the lower levels of the management vertical.

Thus, summarizing the above, one can argue that it is possible to solve the complex task of protecting the capacious domestic service market from the expansion of highly experienced foreign competitors and to achieve a breakthrough of domestic firms on the world market of services only if there are rapid institutional, structural and scientific and technical changes in the relevant sectors of Russia economy.



The use of marketing, taking into account the specifics of the service sector, gives a great effect, stimulates the production and renewal of the range of goods and services. Its use in management is a prerequisite for successful economic development. This would allow Russia to successfully realize the potential of development of services (Haksever, Render, Russell & Merdick, 2002).

Summarizing the analysis, it can be stated that the current processes of the process of territorializing of the economic sphere, both at the global and national levels, have a transforming effect on the nature of economic relations, which is manifested in the fact that the services sector takes the leading position both in terms of the specific weight of the output in the structure of the world and national economies, and in terms of the degree of influence on the determination of trends in global economic development; A key role in the process of ensuring the effective operation of economic entities acquires the need to establish a dialogue with consumers aimed at maximizing the degree of satisfaction of their requests and involving consumers to a large extent in determining key parameters of products; The intellectual capital of the organization acquires a key role among the factors ensuring its effective functioning in the conditions of the economic tertiarisation.

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