

## COMPETITIVENESS OF SERVICE INDUSTRIES OF UKRAINE

**Varenyk I.V.**

Candidate of Economic Sciences,  
Senior Instructor of Economics and Management Department  
Shostka Institute of Sumy State University

**Nimko S.I.**

Postgraduate Student  
Shostka Institute of Sumy State University

The article reveals the features of forming of Ukraine service industries, its current state and influence on the state economic development, role of service enterprises in the national economy.

In the period of forming of market relations in Ukraine, the preference at the government level was given to production industry. Proposes about investment attracting for the service industry development mainly drawn criticism. Nevertheless, service industry eventually starts to predominate over production and now develops dynamically, creating new work places and additional budgetary income.

Service industry is an important element of modern life quality forming, so it is reasonable to take a poll of enterprises of service industry in January 2016 and to analyze fundamentally its results. Service industry didn't perceive as reliable national wealth support.

The main reason of it was a dilemma, is rendering of services an efficient or inefficient work. The work producing material benefits considered for a long time as efficient and is a source of formation of national wealth. From the other side, the service industry considered as inefficient work that only redistributes existent assets. But the time has shown that service industry is able to keep high growth rate of the economy.

The article indicates ways to increase competitive ratio of service industry for switching of national economy over new qualitative level. Thus, foreign capital attracting provides not only necessary financial resources, but also advanced, technically efficient methods of service realization. It will promote the increase of competitiveness of domestic producers and strengthen position of Ukraine in the international services exchange.