

**Shparaga Tetiana,**  
Ph.D. in Geography,  
Taras Shevchenko National University of Kyiv,  
Kyiv, Ukraine  
ORCID: 0000-0003-4179-5869

## GLOBAL IMPERATIVES OF SERVICE ENTERPRISES' LOCATION

*The essence of service enterprises' location is explored. The significance of its investigation on local and global level is substantiated. The main regulations and imperatives of service enterprises' location are defined. The regulations of service enterprises' territorial organization are proposed. There are: regularity of territorial proportions optimization or balanced service enterprises' location together with dynamically proportional to human needs, regularity of rational service enterprises' location and territorial accessibility of service facilities for the population, regularity of harmonious-complex service enterprises' location or complex formation of different types of services in one centre for customers' needs, the regulation of concentration and dispersion combination, regularity of hierarchy in service enterprises' location as well as regularity of service enterprises' system formation.*

**Keywords:** *Service enterprises' location, regularities, imperatives, territorial proportions optimization, concentration and dispersion, harmonious-complex formations.*

**Шпарага Тетяна. Глобальні імперативи розміщення підприємств сфери послуг.**

*Досліджено сутність розміщення підприємств сфери послуг. Обґрунтовано важливість його дослідження на місцевому та глобальному рівнях. Визначено основні правила та імперативи розміщення підприємств сфери послуг. Запропоновано наступні закономірності територіальної організації підприємств сфери послуг: закономірність оптимізації територіальних пропорцій або динамічно пропорційного відносно населення і збалансованого з його потребами розміщення сфери послуг, закономірність раціонального розміщення сфери послуг та економії суспільних затрат або територіальної доступності об'єктів обслуговування для населення, закономірність гармонійно-комплексного розміщення сфери послуг або комплексоутворення різних видів обслуговування в одному центрі для задоволення потреб споживачів, закономірність поєднання концентрації і дисперсії в розміщенні великих і дрібних підприємств та установ сфери послуг, закономірність ієрархічності об'єктів, центрів і систем обслуговування населення та закономірність системоутворення в розміщенні підприємств сфери послуг.*

**Ключові слова:** *розміщення підприємств сфери послуг, закономірності, імперативи, оптимізація територіальних пропорцій, концентрація та дисперсія, гармонійно-комплексне розміщення.*

**Relevance of research topic.** The effective functioning of businesses and institutions as well as service enterprises depends largely on the choice of their location. Objectively, there are global imperatives to this process, called the regularities of location. Their investigations are one of the important areas of scientific research.

**Formulation of the problem.** The aim is to study the main regularities of service enterprises' location on local and global level as well as to define global imperatives of their location. This publication reviews the internal and global territorial problems of the region and service enterprises' located there. Implementation of service enterprises' location regularities is one of the effective methods for improving the acute socio-ecological and economic problems in the region.

**Analysis of recent researches and publications.** The service enterprises' location as well as general regulations or imperatives of this process were investigated in scientific works of Pistun M. D., Clark G. L., Feldman M. P., Gertler M. S., M. Fujita, J.-F. Thisse, A. Lösch, Krugman P. R., Venables A.J. But global imperatives of service enterprises' location discussed never before.

**Presenting main material.** The social services are conglomerate of different types of service activities that have their own regularities of location and development. However, this does not exclude the existence of general social services' location regularities. Regularities of location are the most common objective casual-effect relationships between the territory and society, which determine the development of society in the territorial aspect. According to M. Pistun, regularities reflect the most general, essential and necessary internal spatial relations and processes between material and physical components of society (Pistun M. D., 1996).

The laws of social development are the basis of regulations. Therefore, one or another regulation may reflect the requirements of several laws. The regulations of location are the spatial-temporal modifications of the system of economic laws of society. The establishment of regulations of social services' territorial organization follows from the economic laws of society and the laws of its territorial organization.

Central to them is the regularity of territorial proportions optimization or balanced service enterprises' location together with dynamically proportional to human needs. Its action is based on objective economic laws, which are based on the expanded reproduction of social services. Regularity reflects the qualitative and quantitative relationships between the quantity and structural characteristics of the population, between the peculiarities of its settlement and the species composition of service activities on certain territory. The regulations given below are logically followed from this one (Lösch A., 1954).

The next one is regularity of rational service enterprises' location and territorial accessibility of service facilities for the population. Its essence consists in objective service enterprises' location in accordance with the frequency and urgency of consumer demand (Fujita M, Krugman P., 2004).

The next one is regularity of harmonious-complex service enterprises' location or complex formation of different types of services in one centre for customers' needs. The peculiarity of complex formation processes in the service activity is that they are performed not by one line of communication between enterprises and organizations

but by the nature of human needs. Considering that these needs form a complex, they must be met by the appropriate complex of social services objects (Clark GL, Feldman MP, Gertler MS, Wójcik D, 2018).

The general regularity of location is concentration and dispersion combination (Fujita M., Thisse J.-F., 2004). It acts on social services as a regularity of optimal combination of large and small enterprises and institutions on the territory. Excessive concentration of facilities leads to the separation of service networks from population settlement systems. Thus, the location of small business services in the settlements with small population is not always economically rational, but socially justified. Consequently, there should be small enterprises as close to the consumer as possible, along with large enterprises with high economic efficiency of production.

The main peculiarity of general regularity of hierarchy in service enterprises' location consists in the existence of a territorial hierarchy of objects, centres as well as of public service systems. The hierarchy of social service structures is subordinated with the hierarchy of settlement and production systems. The following regularity is closely related to this one (Fujita, M., P. Krugman, A. J. Venables, 1999).

The regularity of service enterprises' system formation synthesizes the action of all the above (Pistun M.D., 1996). Its essence consists in the objective formation of territorial systems of social service, designed to provide the necessary conditions and standards of human life in certain settlement system.

**Conclusion.** Thus, the regularities of service enterprises' location are its global imperatives as well as objective spatial laws, according to which the process of territorial differentiation of social service activities is carried out.

## REFERENCES

1. Clark GL, Feldman MP, Gertler MS, and Wójcik D (2018) *The New Oxford Handbook of Economic Geography*. Edited by Gordon L. Clark, Maryann P. Feldman, Meric S. Gertler, and Dariusz Wójcik. Oxford: Oxford University Press.
2. Fujita M., Thisse J.-F. (2004) *Economics of Agglomeration: cities, industrial location and regional growth*. Cambridge: Cambr. University Pres.
3. Fujita M, Krugman P (2004) *The new economic geography: past, present and the future*. *Papers in Regional Science* 83: 139-164.
4. Fujita, M., P. Krugman, and A. J. Venables (1999): *The Spatial Economy: Cities, Regions, and International Trade*, Cambridge, Massachusetts: The MIT Press.
5. Lösch A. (1954) *The economics of location*. New Haven, CN: Yale University Press: 156.
6. Pistun M.D. (1996). *Fundamentals of the theory of social geography: Higher School*: 231.