

THE DEVELOPMENT OF THE GLOBAL MARKET FOR BUSINESS INTELLECTUAL SERVICES UNDER THE INFLUENCE OF ECONOMY 4.0

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The features and leading trends of the development of the world market of business intellectual services in the conditions of economic deployment 4.0 are determined. Of great importance are the deep scientific and technical, structural and other changes in the sphere of services, those that increase its contribution to the development of the world economy, which create the necessary prerequisites for the development of scientific and technological progress. According to expert estimates, about 70% of the value of the total output of world production is attributable to all types of services, with the international trade in services being the most dynamically growing sector.

The peculiarities of the formation of intellectual services markets as a key factor of the world economic growth and the activity of companies for the generation, production and promotion of intellectual services are investigated. The advancements in non-technology innovation services are explained by the fact that they are rather instrumental in the services sector. The share of the services sector in the overall cost of business for innovation in almost all EU countries is 30%, but the costs of service firms for innovation are usually less than industrial ones, even by adjusting the size of companies (service enterprises on average less than industrial ones).

The kind of structure of world export of commercial services is considered, its country peculiarities and sources of formation are determined. The sectoral composition of business services is significantly complicated by the integration of close in content services, dictated by the logic of business. The regional structure of world exports of other commercial services shows the largest share of EU countries in all types of services provided, except the construction, royalties and royalties, which lead the Asian region and North America respectively.

Focusing on these types of services is in line with the principle of enhancing the orientation of EU innovation policy, improving the value chain and creating conditions for development at universities, research institutions, private companies, government agencies and the consumer environment. Let's look at the main models for maintaining innovative security in services in EU countries:

- 1. The classic R&D scheme, which can be found mainly in large high-tech companies.*
- 2. Reproduction of professional decisions is most often observed in the production of intellectual services). Specialists of such companies, due to their high qualification, often develop unique client-oriented solutions. Such innovative practices can be disseminated through networks, associations and other professional communities. Many consulting companies and representatives from other sectors (such as advertising and design services) follow this model. The most important task for them is the search and adaptation of innovations created by professionals in practical work, and knowledge management is aimed at solving this task.*

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