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Modifying Mechanisms for Implementing Innovative Efficiency Analysis in Catering Enterprises

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Abstract: This article highlights the continuous development of the innovation process in the catering industry, its specific aspects and classification, as well as the advantages of introducing innovations in catering enterprises. The catering industry, as a key component of the hospitality sector, plays a significant role in the economy, and its ability to adapt to changing consumer demands and technological advancements is crucial for its growth and competitiveness. Innovations in catering not only improve the quality of service and customer satisfaction but also increase operational efficiency, reduce costs, and contribute to sustainability efforts.

Keywords: Service Sector, Catering, Innovation, Innovative Activity, Classification of Innovations, Innovative Infrastructure, Efficiency, Innovation Assessment

1. Introduction

The service sector is one of the most dynamic and influential components of the national economy, playing a central role in both developed and developing nations. This sector encompasses a broad range of industries and businesses that focus on providing intangible goods or services rather than physical products. A defining characteristic of the service sector is its ability to offer substantial opportunities for innovation, which are essential for modernizing economies and fostering sustainable growth. This capacity for innovation is not only a key element in driving economic progress but also in improving quality of life and increasing competitiveness in the global market. The service sector has become a cornerstone of economic transformation, particularly in the context of the knowledge economy. Services are often characterized by their flexibility, low entry barriers, and the ability to quickly incorporate new technologies, which makes them ideal for the widespread introduction of innovations. The rapid development of information technology, digitalization, and automation has further enabled the service sector to adapt and evolve at a fast pace.

The service sector includes various industries such as finance, healthcare, education, transportation, and hospitality, each with its unique potential for introducing innovations. Innovations in the service sector can lead to increased efficiency, reduced costs, improved customer satisfaction, and the development of entirely new business models. The relatively low capital costs compared to manufacturing industries make it easier to implement new ideas and test them on a smaller scale, leading to faster implementation and visible results.

In addition, the service sector's direct impact on consumer behavior and its proximity to customer needs make it a fertile ground for continuous innovation. As services are inherently linked to the consumer experience, businesses within the sector are motivated

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to create novel solutions that meet ever-evolving demands. Whether through automation, enhanced digital interfaces, or new service delivery methods, the ability to innovate allows businesses in the service sector to stay competitive and relevant.

Among the various industries within the service sector, the catering sector holds a particularly important place, both for developed and developing countries. Catering, which includes food preparation, service, and management, is a critical part of the hospitality industry, contributing significantly to employment, economic growth, and the cultural exchange between societies. The catering sector provides a wide array of services, from fine dining establishments to casual eateries, catering for events, and food delivery services. In recent years, the sector has witnessed significant transformations driven by technological advancements, changing consumer preferences, and increased demand for convenience.

In developed countries, the catering industry has undergone a shift towards more sophisticated models that incorporate innovations in food preparation, delivery, and customer service. For example, the rise of food delivery apps and online reservation systems has revolutionized how consumers engage with catering services. Additionally, the increasing demand for healthier and sustainable food options has prompted innovations in food sourcing, preparation techniques, and packaging.

Meanwhile, in developing countries, the catering sector plays a critical role in addressing local and regional food security issues while also promoting economic development. As urbanization accelerates in these regions, the demand for quick, affordable, and nutritious meals has led to innovations in food distribution and the expansion of fast food outlets and local restaurants. Many catering businesses in these countries focus on improving operational efficiency, reducing costs, and meeting the growing demands of an expanding middle class.

Analysis of literature on the topic is importance of innovations in the activities of service entities, the economic nature of innovative activities and the problems of increasing their efficiency, and the efficiency of entities in the trade and catering sectors have been studied by foreign and domestic scientists.

2. Materials and Methods

The dissertation used analysis and synthesis, induction and deduction, systematic and factor analysis, correlation-regression analysis, and economic mathematical methods. These methods were employed to ensure a comprehensive examination of the data, allowing for the identification of key trends, relationships, and underlying factors affecting the subject of study. Additionally, the integration of both qualitative and quantitative approaches facilitated a robust analysis, providing valuable insights for the development of theoretical and practical recommendations.

3. Results

Innovative activity is directly related to scientific, technological, and organizational activities. Innovation infrastructure is directly related to the financing of initially introduced innovations. Institutions for financing innovative activities are divided into state and private institutions for financing innovative activities. In this case, the state finances innovative projects that serve the interests of society and the state (providing the population with public transport, improving utility payments and billing, etc.), while private (legal entities or individuals) finance innovative projects implemented for their own enterprise or for personal use. Innovations in catering enterprises are classified according to the technological parameters of the innovation, according to the innovation mechanism, according to whether the innovation considers the catering enterprise as a single system, according to the innovative potential of the facility, and according to the volume of innovations.

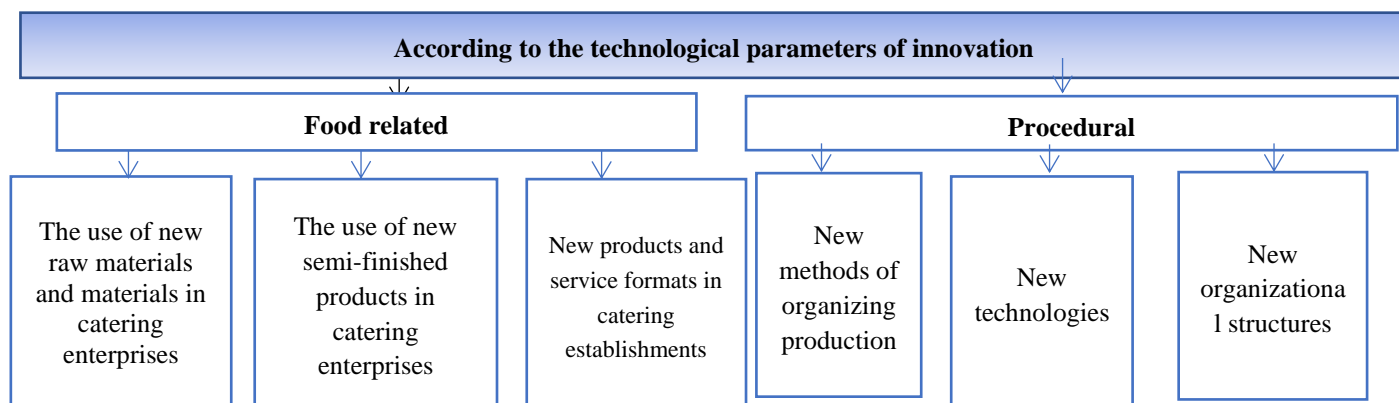


Figure 1. Classification of innovation in catering enterprises according to technological parameters.

According to the technological parameters of innovations in catering enterprises, innovations are classified as food-related (the use of new raw materials and materials in catering enterprises, the use of new semi-finished products in catering enterprises, new products and services in catering enterprises) and process-related (new methods of organizing production, new technologies and new organizational structures).

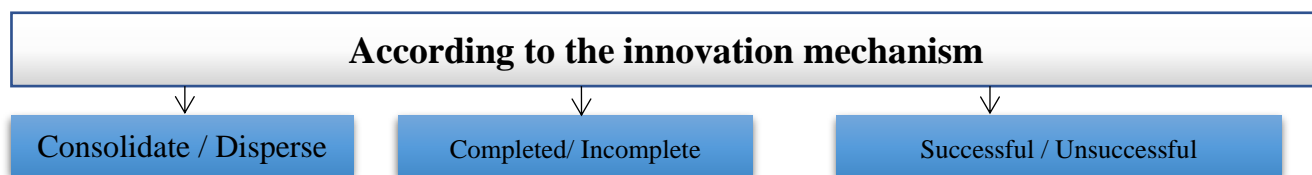


Figure 2. Classification of innovations in catering enterprises according to their mechanism.

According to the mechanism, innovations are divided into innovations aimed at developing a common area or each aimed at achieving a separate goal, according to the completion of the innovation, into completed and incomplete innovations, and according to their effectiveness, into successful and unsuccessful innovations.

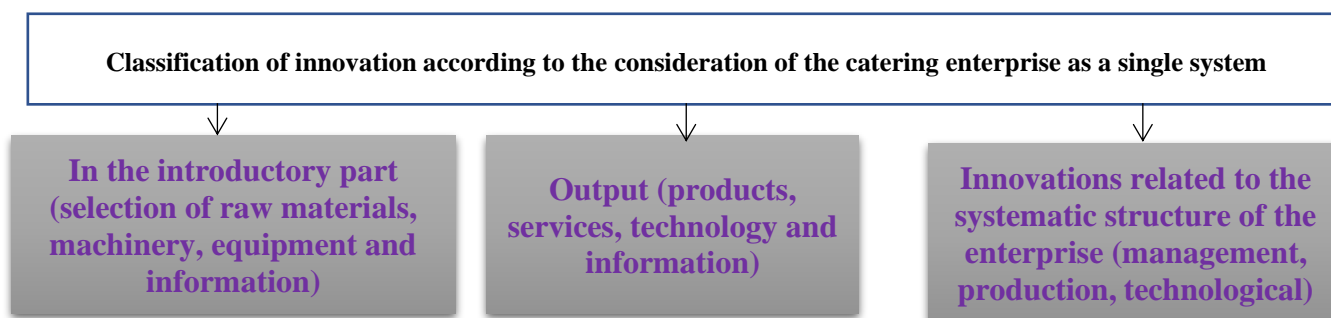


Figure 3. Classification of innovations in catering enterprises according to their consideration as a single system.

According to the consideration of the catering enterprise as a single system, innovations in catering enterprises are divided into innovations at the input (selection of raw materials and materials, machinery, equipment and information), at the output (products, services, technology and information), and innovations related to the systematic structure of the enterprise (management, production, technological).

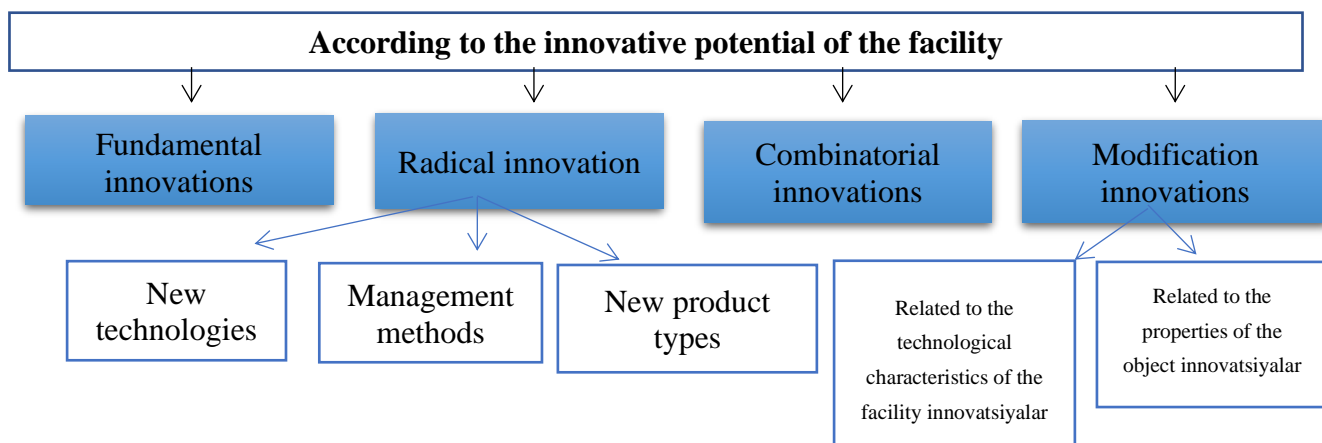


Figure 4. Classification of innovations in catering enterprises according to their potential.

According to their innovative potential, innovations in catering enterprises are divided into basic innovations, radical innovations, combinatorial innovations, and modification innovations.

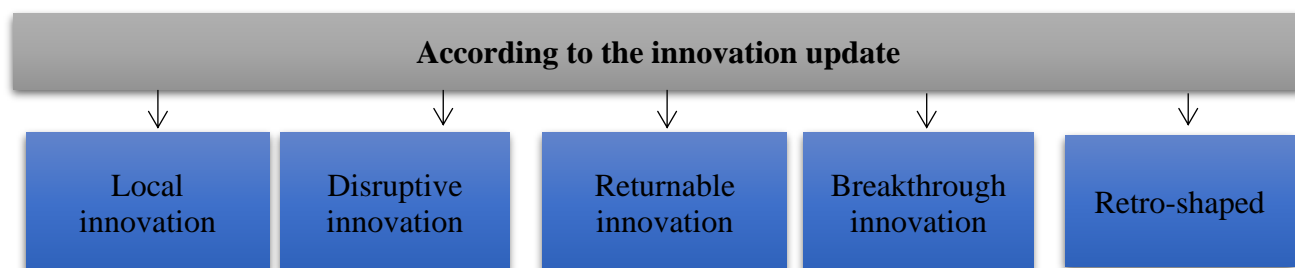


Figure 5. Classification of innovations in catering enterprises according to their renewal.

4. Discussion

According to the innovation renewal, innovations are divided into complementary innovations, canceling innovations, reversible innovations, opening innovations and retro innovations.

Improving the level of employee safety helps service enterprises reduce the occurrence of adverse events related to life activities, ensure the uninterrupted continuation of the service process, and prevent additional compensation payments to employees related to life activities.

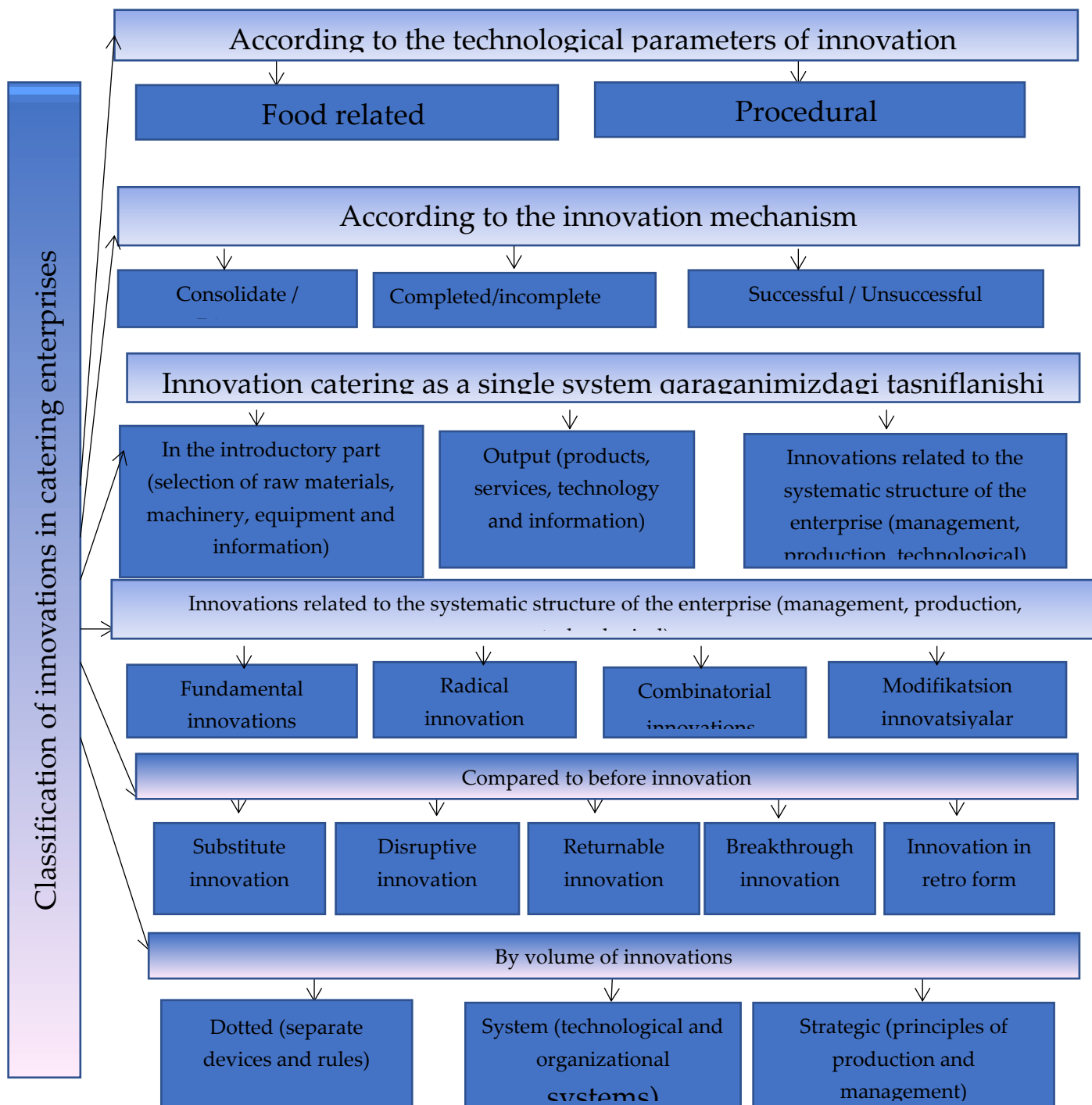


Figure 6. Classification of innovations in catering enterprises.

As we have seen above, our approach allows us to classify innovations in the catering sector using improved criteria and to use these criteria in developing development strategies. Based on the observation of the high growth rates and increasing market share of the catering sector, a classification system was proposed that takes into account the specific aspects of innovation processes in the sector.

5. Conclusion

It is known that if the activities of public catering enterprises are in harmony with a number of socio-philosophical concepts such as the standard of living of the population, traditions, values, rituals, then innovative activity in them depends on economic processes such as the development of socio-economic infrastructure in the country and region, the structure of income and expenses of the population, the development of the banking and

financial system, the development of ICT and its application in industries. The article studies the extensive experience of innovations in the catering services market in developed foreign countries and develops recommendations for the application of these experiences in the practice of catering enterprises in the region. As a result of studying the organizational mechanisms of the activities of public catering enterprises, an organizational classification of enterprises providing public catering services as commercial and non-profit organizations was developed.

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