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As a manuscript



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**DEVELOPMENT OF A SYSTEM FOR IMPROVING THE QUALITY
OF SOCIAL SERVICES PROVIDED WITH THE USE OF
AUTOMOBILE TRANSPORT**

Specialty 08.00.05 Economics and National Economy Management
(economics, organization and management of enterprises, industries, complexes:
service sector)

**ANNOTATION OF THE DISSERTATION
for the degree of doctor of economic science**

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Dissertation for the degree of Doctor of Economics on the study: «Development of a system for improving the quality of social services provided with usage of vehicles» written by Moskaleva N.B. is a scientific and qualification work, which is aimed at solving an urgent scientific problem of significant socio-economic importance, which is in the development of theoretical and methodological foundations, methodological support and improvement of organizational and management activities to improve the quality of social services provided by using automobile transport.

The relevance of the dissertation research is confirmed by the following arguments. If it is necessary to receive one or the other social service, which is implemented in an institution geographically remote from the person's place of residence, the recipient of the service must use the automobile transport service. In several constituent entities of the Russian Federation, significant difficulties in obtaining social services are experienced by people with disabilities and other low-mobility categories of the population (especially those living in remote, inaccessible rural settlements). This circumstance is due to the following points: lack of vehicles, inability of buses for boarding wheelchair users (the share of buses adapted for wheelchair users is only 11.2%), low coverage of the Social Taxi service for disabled people with limited mobility - 16% in the whole country.

Confirmation of provision of bad-quality social services with the use of vehicles is the low quality of domestic highways, especially of regional and local importance. From 58.5% to 64% of regional roads do not meet regulatory requirements for a long time. Almost a third of rural settlements - 29.6% - do not have paved roads. For people with limited mobility, these problems become a barrier to receiving any social services, including those related to their health.

Ensuring the efficiency of quality management of tourists' road transport - one of the types of social services studied in this dissertation work (transfer, long-distance travel, bus excursions, etc.) - is an important task for road carriers, tour operators, travel agents. Lack of concern, due control on the part of tour operators, travel agents over the actions of involved road carriers, foreign and domestic travel

agencies in the process of delivering tourists by road leads to accidents that significantly reduce the quality of customer service.

Dissatisfaction of passengers with automobile transport trips is caused by road accidents. According to official statistics, 18-19 thousand Russians die in road accidents every year, and about 215 thousand are injured of varying severity. It has been established that 80-90% of road traffic accidents occur due to violations of the traffic regulation (SDA) by drivers. However, institutionally acting punishments of illegal drivers for gross violations of traffic rules do not give the desired results: every year the number of deaths and injuries in road accidents decreases slowly.

A powerful confirmation of the relevance of the research study are omissions and shortcomings in the provision of timely, full-fledged medical care using automobile transport (including ambulance) to residents of remote, inaccessible, small rural settlements; population working far from settlements. One of the confirmations of the relevance of this category of population in mobile medical care can be Rosstat data on a significant increase in population decline in rural areas.

There is no comprehensive assessment of the quality of social services provided to certain categories of the population using vehicles and requires new methodological support. This actualizes systemic research, the development of theoretical and methodological foundations for managing the dynamic growth of the level of quality of services to the population using automobile transport and the adoption of effective practical measures, with an emphasis on the specifics of the needs of certain categories of the population.

The purpose and objectives of the dissertation research. The aim of the study is the development of theoretical foundations and the development of methodological support for the management of improving the quality of social services that uses vehicles.

The **purposes** set, the solution of which ensured the achievement of the research goal, are as follows:

1. Confirmation of the expediency of a substantive addition to the theory of the welfare state, associated with the expansion of the theory in terms of exposing the issues of the genesis of social services to the population.
2. Development of a research methodology, which consists in defining the principles, approaches in carrying out research functions, choosing scientific methods for a full analysis of the quality of social services, ensuring reliable results. The methodology should also contain diagnostics and a comprehensive analysis of factors that determine a sustainable impact on the quality of social services to the population, highlighting key factors - with the study of their individual and joint manifestations, as well as ranking the degree of impact.
3. Determination of the types of social services using automobile transport that require a comprehensive study and analysis of modern problems that hinder the development and improve their quality.
4. Formation and presentation for implementation of the Concept of quality management of the "Social Taxi" service for certain categories of the population in the constituent entities of the Russian Federation on the basis of the author's research.
5. Development of a method for managing the implementation of road projects based on PPP, MPP with the involvement of private investments, which ensure a dynamic growth in the length of roads of intermunicipal and local importance and improve the quality of the social services under study. Clarification of indicators for assessing the real quality of different types of roads.
6. Presentation and substantiation of proposals for: optimization of the search algorithm and selection of a road carrier by tour operators (travel agents) according to reasonable criteria; control of the usefulness of the provision of services to tourists in the process of transportation.
7. Development of guidelines for improving the quality of activities related to the preparation of a travel agency, road carrier, tourists for a long trip and serving tourists in the process of long-distance transportation. Preparation of

guidelines for ensuring the quality of transportation of tourists in extreme weather conditions.

8. Definition and scientific substantiation of key indicators that allow to comprehensively characterize the level of quality of medical care provided to the population using vehicles.

9. Development and practical testing of a methodology for periodically assessing the socio-economic efficiency of programs (activities) to improve the quality of medical care using automobile transport for the population living and / or working in remote, hard-to-reach places.

10. Formulation of new states for their consolidation in regulatory legal acts, on the staffing of medical organizations, ambulance stations, mobile services to the rural population, qualified medical personnel, young professionals, their motivation and consolidation.

11. Preparation and implementation of methods for improving the quality of social services to the population using vehicles by monitoring the qualification level of drivers and the technical condition of vehicles during road transportation of certain categories of the population (including tourists). Development of scientifically based proposals for the implementation of effective tools for the formation of competence-based behavior of drivers.

The object of the research is the mechanism and management processes for improving the quality of social services provided using vehicles.

The subject of the research is the organizational and economic relations arising in the process of managing the improvement of the quality of social services provided with the use of automobile transport, as well as key factors that are constantly manifested in the provision of the studied services to the population, the analysis and effective management of which play a fundamental role in solving the assigned research tasks.

The scientific novelty of the research results lies in solving a set of urgent problems that have scientific and practical importance for improving the quality of social services for certain categories of the population, provided using vehicles. In

accordance with the tasks set in the study, the following provisions of scientific novelty have been developed and substantiated:

1. The theory of the welfare state has been substantively supplemented in terms of the presentation of the genesis of social services, including those provided with the use of vehicles. Social services to the population are an integral part of the obligations and activities of the welfare state, they are evolutionarily changed at each stage of its transformation. The role of the road transport sector in the formation of a modern model for the implementation of social services is revealed. This sector provides an accelerated increase in the availability of various social services to the population, improves the quality of services and services associated with them, and has a positive effect on the sustainable development of social functions of the state.

2. A methodology for a comprehensive study of the quality of social services has been developed, which consists in defining the principles, approaches in conducting research activities, choosing scientific methods for a comprehensive analysis of the quality of social services provided using automobile transport, providing the possibility of obtaining reliable and scientifically substantiated results. The methodology also includes the developed concept and methods for achieving high quality of the studied social services according to the quality indicators established by the author. The methodology contains a systematic, comprehensive analysis of factors affecting the level of quality of social services to the population using vehicles, identifying key factors of influence, forms of manifestation - with the study of their individual and joint manifestations, as well as ranking the degree of impact.

3. The types of social services to the population using vehicles are systematized, with an emphasis on those that have a low level of quality for a long period of time or an insufficient degree of development. Among such services, the following are highlighted:

a) Transportation of the population using vehicles, taking into account the special needs of certain categories of the population;

b) Service of the "Social Taxi" service, provided to people with disabilities and other low-mobility categories of the population;

c) Transportation of tourists using vehicles (transfer, excursions using buses and minibuses, long-distance transportation of tourists);

d) Organization of medical assistance using automobile transport for the population living in remote, hard-to-reach, small rural settlements and / or working, taking short-term rest in remote, hard-to-reach places, as well as evacuation of citizens injured in road traffic accidents (RTA) on hard-to-reach, deserted sections of highways;

e) Mobile medical complexes in settlements with a population of less than 100 people;

f) Mobile patronage service.

4. A Concept for the development of a mechanism for managing the quality of the "Social Taxi" service has been developed for the privileged category of citizens in the constituent entities of the Russian Federation until 2030 - based on the first systematic analysis of the quality of this service with a generalization of the results for the country according to the quality indicators formed by the author. The practical application of the concept provides a solution to the problem of equal access to road transport for people with disabilities, other low-mobility groups of the population, including those in need of outside help, as well as facilities and services in priority spheres of life, according to the state program "Accessible Environment".

5. A method for managing the implementation of road projects on the terms of public-private partnership (PPP) and municipal-private partnership (MPP) has been proposed for implementation in relation to the construction, repair of local and intermunicipal highways. The proposed method differs in that instead of the ineffective principle of financing road projects exclusively from regional, municipal budgets, leading to limited untimely construction and defective road repair, a matrix of co-financing of works within the framework of PPP and MPP is used, with the costs of a private investor prevailing. The investment attractiveness of this method is achieved through the simultaneous implementation of several road projects on

terms of PPP, MPP: construction of a road without toll sections, construction of a toll overpass (bridge over railway tracks), provision of the road under construction with road service facilities, other socially significant objects, which public and private partners are interested in. Indicators for assessing the quality of Russian highways have been determined, including: compliance of the road with the established technical requirements; availability of modern traffic light devices; the degree of development of roadside service; equipping the road with fences at the points of separation of oncoming traffic flows and external fences; arrangement of the road with overpasses at the points of intersection with railway tracks, minimization of ground level crossings; organization of mobile technical assistance on the road, creation of stationary technical assistance; the quality of ground, elevated pedestrian crossings and underground crossings; modern equipment of automobile transport stops - passenger embarkation points; information support for drivers on the highway; road capacity; lighting of the carriageway; timeliness and usefulness of road repairs.

6. Recommendations on the search and selection by tour operators, travel agents of a road carrier of tourists according to the indicators developed in the dissertation are presented. A toolkit for choosing the main requirements for ensuring the quality of road transportation has been formed and the need to include these requirements in an agreement between a tour operator (travel agent) and a road carrier has been substantiated. The sequence, content of periodic and random checks of completeness and clarity of the fulfillment of contractual obligations by the road carrier are disclosed. A scientific and practical method that provides the monitoring by a tour operator (travel agent) of the stability or variability of the management of the process of transporting tourists by receiving foreign or domestic travel agencies, as reflected in the contract has been developed. The necessity and specificity of a comprehensive verification of the fulfillment of obligations with a subsequent assessment and interpretation of the quality of tourist services has been substantiated.

7. Methodological recommendations to improve the quality of preparation of travel agencies, road carriers, tourists for a long trip and the quality of services for tourists in the process of long-distance transportation; guidelines for ensuring the quality of transportation of tourists in extreme weather conditions have been developed. Strictly consistent actions of road carriers, tour operators (travel agents) and tourists in accordance with the requirements of the guidelines make it possible to ensure high quality of service for tourists, their safety in the process of preparing for a long trip, during the transportation of tourists and in extreme weather conditions.

8. A mandatory minimum of key indicators allowing to comprehensively characterize the level of quality of the organization of medical care to the population using automobile transport in the scale of the activities of a medical organization, a municipal entity, a constituent entity of the Russian Federation, the country as a whole: availability, timeliness, usefulness, effectiveness, satisfaction of the population in general and its individual categories has been developed and scientifically substantiated. The inexpediency of using a large number of existing indicators, which create significant difficulties in assessing quality, is justified.

9. The "Methodology for the periodic assessment of the socio-economic efficiency of programs (measures) to improve the quality of medical care using vehicles for the population living and / or working in remote, hard-to-reach places" was developed and tested, it intended for an expert assessment of each of the five key indicators quality, their co-indicators and the actual level of quality of medical care in general. The methodology also serves to determine socio-economic achievements as a result of the implementation of a program or a set of measures in a medical organization, a municipality, a constituent entity of the Russian Federation, a federal district, a country.

10. Methodological recommendations for staffing medical organizations, ambulance stations serving the rural population using automobile transport, mobile medical complexes with qualified medical personnel, young specialists, their motivation and consolidation were formulated and proposed for implementation in

regulatory legal acts. They consist in the implementation of a set of measures to eliminate the shortage and retain medical personnel in remote, inaccessible rural settlements, including: improving the system of targeted admission and training in medical universities, in medical colleges under contracts between the employer and the future medical specialist; provision of housing (a rent payment by the employer, provision of an interest-free long-term loan for the purchase of one's own home), guaranteed growth in wages in accordance with the Decree of the President of the Russian Federation of May 7, 2012, № 598; measures of moral and material incentives, professional growth.

11. Developed a Methodology for improving the quality of social services to the population using automobile transport by monitoring the qualifications of the driver and the technical condition of automobile transport during road transportation of the population (including tourists). It provides monitoring of the behavior of drivers while driving a vehicle and the technical condition of the vehicle, not only by the carrier, but also by the consumer of its services (for example, a tour operator, an insurance company). The road carrier carries out checks regularly, while the representative of the consumer of the social road transport service conducts selective control actions. As a result of their control actions, set out in the methodology, the quality of road transportation increases, the likelihood of getting into an accident with negative consequences decreases.

Compliance of the dissertation research with the passport of the scientific specialty. The scientific provisions set out in the dissertation research correspond to the passport of the specialty 08.00.05 Economics and management of the national economy (economics, organization and management of enterprises, industries, complexes - the service sector). Each of the 6 chapters of the dissertation research corresponds to the following points of the specialty passport: 1.6.109. Improving the organization, management in the service sector in a market environment, 1.6.115. Socio-economic efficiency and quality of service to the population in the service sectors, 1.6.116. Mechanism for improving the efficiency and quality of services,

1.6.118. Formation and development of sectoral, regional and national markets for services.

Approbation of dissertation research results. A number of provisions, conclusions of the research were presented, discussed, approved at 16 international scientific and scientific-practical conferences.

The developed materials of the dissertation research were tested, introduced, used in the practical activities of state governing bodies, regions, organizations, including: the results of the study were used in the preparation of the state program "Accessible Environment" for 2011-2020 by the Ministry of Labor and Social Protection of the Russian Federation; Federal State Budgetary Institution "Children's Medical Center" of the Administrative Department of the President of the Russian Federation; The Ministry of Health, Family and Social Welfare of the Ulyanovsk Region; Municipal Unitary Enterprise of the city of Sochi "Directorate for Financing Works on the Implementation, Construction and Operation of Technical Means of Traffic Regulation"; State Unitary Enterprise of the Krasnodar Territory "Dagomysskoe DRSU"; tour operator JSC "VIPSERVICE".

The results of the study are implemented in the educational process of universities: in the textbook "Actual problems of the development of the tourism industry: a textbook" / a team of authors, ed. A.D. Chudnovsky. - M.: KNORUS. 2020; in the textbook "Fundamentals of modern management: theory and practice" under the general editorship of. Doctor of Economics, prof. A.T. Alieva, Doctor of Economics, prof. V.N. Borobov. - M.: Publishing and Trade Corporation "Dashkov and K", 2021, etc.

List of the author's publications.

41 scientific works were published on the topic of the dissertation research (total volume - 102.78 pp, author's volume - 59.84 pp), including: 2 monographs with a total volume of 35 pp; 17 scientific articles published in scientific journals included in the official list of the Higher Attestation Commission; 6 scientific articles published in publications included in the international citation databases SCOPUS, Web of Science, in the list of publications approved by the Academic Council of the

RANEPA Academy; 12 scientific papers published as a result of scientific conferences; 4 scientific works in other publications.

The structure of the dissertation research contains: introduction, 6 chapters, conclusion, bibliography (includes 302 titles), appendices, 31 tables and 17 figures.