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Title	Service supply and demand – methodology and trends
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Abstract	<i>The service supply and demand are components of the service markets. The authors deal with defining the concepts of service supply, demand, consumption need, as well as their categories in terms of several criteria. The identification and the analysis of the factors influencing the service demand are an important stage in the complex process of the service quantitative and qualitative evaluation. Specific analytic, statistic, normative methods are used to study the service demand. The service supply peculiarities are an outcome of their characteristic features. The service supply is influenced by a set of complex, simultaneous set of factors. A lot of trends have been noticed in the service supply dynamics.</i>
Keywords	service supply, service demand, consumption need, need categories, service demand methods of analysis;
J.E.L. Classification	L80