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SOCIAL POLICY UNDER THE CONDITIONS OF MARKET RELATIONS

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Summary. Different approaches to the definition of the term «social policy» are investigated in the article. Social directions of the state social policy realization are defined.

Key words: *policy, region, social policy, market economy.*

Statement of the problem. Nowadays the concept of «social policy» is used not only by scholars and practitioners, but it is also one of the common concepts in everyday life, it characterizes supporting society social groups by favorable social conditions. Numerous scientific studies are being conducted in the field of social policy.

The article aims to study social policies under market conditions.

Grounds of scientific results. Social policy, as noted by many researchers, is the most important mechanism of society social transformation. The subjects of social policy are: state (at national and regional levels), civil society, private corporations. They provide preventive as well as compensatory social protection and social support. Social development management at any level of territorial organization is a complex of actions that aim to identify and solve existing social problems. It is a variant of social policy development and implementation.

Therefore, social policy can be defined as the activity of management agents of different levels aimed at social development managing. At national level, social policy is one of the most important directions of domestic policy connected with reproduction of social resources and support of social system stability. The purpose of social policy is to regulate the relationship between society and some social subjects, communities, social groups. It has to solve contradictions between the interests of different parties, between current and long-term society goals. Social policy is implemented through social activities and social programs conducted by state, regional and local authorities as well as private corporations and some public organizations.

The idea of social citizenship and thus social rights is a leading one for social states. To implement social policy any state needs certain resources. In most cases methods of economic analysis are used to estimate the so called «cost of social programs». To solve the most burning social contradictions minimum and maximum payments should be defined. At all stages of social policy formation and implementation particularly importance has the process of creation and improvement of the system of social indicators, standards, criteria that are used for social status, priorities and methods of implementation evaluation. And start doing should be at the stage of formation of social policy, continuing the process at subsequent stages.

Social indicators are also necessary to assess the results of goals realization. Methods of statistical analysis, modeling of dynamic series followed by extrapolation, expert evaluations and mathematical modeling are used in the process. New technologies provide creation and implementation of social policy in regions and improve its efficiency.

At the state level normative legal base of social policy is developed and approved, fundamental laws are enacted, relationships between all the main levels of social policy are determined. The existence of independent subjects of social policy enhances possibilities of social services and provides high flexibility and mobility of social policy. It helps to take into account national and territorial order diversity, specificity of administrative structures in regions, peculiarities of the value orientations, needs and interests of various population groups. Nowadays the parameters of social policy realization are determined

by the following social directions: employment and social-labour relations policy, incomes policy, population reproduction policy, social sphere development policy, regional social policy.

At the same time, the problem of areas social development during the years of reforms has greatly increased. The difference in degree of regions adaptation towards new market challenges under the conditions of increased state support was found out. These differences are the most obvious in supporting the population by social assistance, educational, healthcare and culture service. Divergences in supporting regions by objects of social infrastructure have increased. The facts of life quality differences between center and periphery are taken by society as a violation of social justice principles.

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Conclusions. To summarize the above, it should be noted that state social policy is the most important social mechanism of society transformation. The subjects of social policy are: state, civil society, private corporations. They provide preventive and compensatory social protection and support in various spheres of social life: financial, industrial, environmental, healthcare, educational. Society will approve social policy directed on increasing life quality standards. For this, social key points of public welfare should be identified and approved. Social interests of population, possibilities of specific population groups, regions resource conditions in providing available social services should be taken into account.