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FEATURES OF PUBLIC ADMINISTRATION IN SOCIAL SPHERE

ОСОБЛИВОСТІ ПУБЛІЧНОГО УПРАВЛІННЯ В СОЦІАЛЬНІЙ СФЕРІ

Summary. Introduction. The system of public administration and social protection of the population is one of the key components of modern society. Public administration, focused on meeting the needs of citizens, interacts with the social protection system to ensure stability, development and social justice. This relationship becomes an important factor in forming social policies aimed at supporting and protecting the most vulnerable segments of the population.

In any state, the social sphere and the sphere of social policy serve the interests, first of all, of people as the highest value. The sphere of social policy is a part of the state policy, which through its actions mitigates the negative consequences of individual and social inequality, socio-economic upheavals in society [1]. It is also one of the most important spheres of social life, in which social interests of all strata of the population, relations between society and individuals, working and living conditions, health, and recreation are realized.

Purpose. The purpose of the article is to analyze the role of public management of the social sphere and study the foundations of its functioning, generalize modern directions and trends in the formation and implementation of social policy, identify problems and prospects for development.

Materials and methods. The materials of the study are: 1) regulatory and legal support for public management of the social sphere; 2) works of domestic and foreign authors who conduct their scientific and practical research in the field of state management activities in the social sphere.

In the process of conducting the research, the following scientific methods were used: theoretical generalization and grouping to characterize the components of social policy, a situational approach at the stage of determining the conceptual apparatus of social policy, the state's readiness to implement new methods of population protection; a comparative method in the analysis of social policy; generalization in formulating the conclusions of the research.

Results. The article examines the role of public administration in the functioning of the social sphere in modern conditions of the country's development; the functions, principles and objectives of social policy are defined and characterized. After all, in the national economic system, the social sphere occupies an important place as a complex of industries, the activities of which are aimed at forming general conditions for the comprehensive development of the individual, ensuring the expanded reproduction of the labor, intellectual and consumer potential of society.

Analysis of sources shows that the social sphere is a set of industries and types of activities, enterprises, firms, institutions and institutions that must ensure the satisfaction of people's needs for material goods, services, reproduction of the genus, create conditions for the coexistence and cooperation of people in society in accordance with established laws and rules in order to create megacities, develop mass communications, and strengthen the state.

Discussion. In the further development of public administration in the field of social protection, it is necessary to pay attention to strengthening the efficiency of decision-making and implementation mechanisms, applying innovative approaches, and creating favorable conditions for ensuring social justice and the quality of life of the population.

Further research and improvement of these aspects is an important task for the stable development of society and ensuring a decent life for all its citizens. Therefore, future research should be directed towards finding solutions that can determine the priority of state policy directions in the social sphere.

Key words: public administration, social sphere, public policy, quality of life.

Анотація. Вступ. Система публічного управління і соціального захисту населення є однією з ключових складових сучасного суспільства. Публічне управління, орієнтоване на задоволення потреб громадян, взаємодіє з системою соціального захисту для забезпечення стабільності, розвитку та соціальної справедливості. Цей взаємозв'язок стає важливим фактором у формуванні соціальної політики, яка спрямована на підтримку та захист найбільш вразливих верств населення.

У будь-якій державі соціальна сфера і сфера соціальної політики слугує інтересам, насамперед, людей як вищої цінності. Сфера соціальної політики – частина політики держави, яка своїми діями пом'якшує негативні наслідки індивідуальної і соціальної нерівності, соціально-економічних потрясінь у суспільстві [1]. Також вона є однією з найважливіших сфер життя суспільства, в якій реалізуються соціальні інтереси всіх верств населення, відносини суспільства і особи, умови праці й побуту, здоров'я, відпочинку.

Мета. Метою статті є аналіз ролі публічного управління соціальною сферою та дослідження основ її функціонування, узагальнення сучасних напрямів та тенденцій формування і реалізації соціальної політики, визначення проблем та перспектив розвитку.

Матеріали і методи. Матеріалами дослідження є: 1) нормативно-правове забезпечення щодо публічного управління соціальною сферою; 2) праці вітчизняних та зарубіжних авторів, що провадять свої науково-практичні дослідження у царині державно-управлінської діяльності в соціальній сфері.

В процесі здійснення дослідження було використано наступні наукові методи: теоретичного узагальнення та групування для характеристики складових соціальної політики, ситуаційний підхід на етапі визначення понятійного апарату соціальної політики, готовності держави до впровадження нових методів захисту населення; метод порівняння при аналізі соціальної політики; узагальнення при формулюванні висновків проведеного дослідження.

Результати. У статті розглядається роль публічного управління у функціонуванні соціальної сфери в сучасних умовах національного розвитку; визначено та висвітлено завдання, принципи та цілі соціальної політики. Адже в національній економічній системі соціальна сфера займає важливе місце як комплекс галузей, діяльність яких спрямована на створення сприятливих умов для всебічного розвитку людини, забезпечення підвищення продуктивності праці, інтелектуальної та споживчої спроможності суспільства.

Аналіз джерел показує, що соціальна сфера – це сукупність галузей і видів діяльності, підприємств, фірм, закладів та установ, які мають забезпечити задоволення потреб людей у матеріальних благах, послугах, відтворенні роду, створити умови для співіснування і співпраці людей у суспільстві згідно з відпрацьованими законами і правилами з метою створення мегаполісів, розвитку масових комунікацій, зміцнення держави.

Перспективи. Для постійного розвитку публічного управління у сфері соціального захисту необхідно звертати увагу на покращення ефективності механізмів прийняття і реалізації рішень, впровадження нових методів, створення сприятливих умов для забезпечення соціальної справедливості та якості життя населення.

Подальше дослідження та вдосконалення цих аспектів є важливим завданням для стабільного розвитку суспільства та забезпечення гідного життя для всіх його громадян. Тому майбутні дослідження варто спрямувати на пошук рішень, які можуть визначити пріоритетність напрямів державної політики в соціальній сфері.

Ключові слова: публічне управління, соціальна сфера, державна політика, якість життя.

Problem statement. The system of public administration and social protection of the population is one of the key components of modern society. Public administration, focused on meeting the needs of citizens, interacts with the social protection system to ensure stability, development and social justice. This relationship becomes an important factor in forming social policies aimed at supporting and protecting the most vulnerable segments of the population.

In any state, the social sphere and the sphere of social policy serve the interests, first of all, of people as the highest value. The sphere of social policy is a part of the state policy, which through its actions mitigates the negative consequences of individual and social inequality, socio-economic upheavals in society [1]. It is also one of the most important spheres of social life, in which social interests of all strata of the population, relations between society and individuals, working and living conditions, health, and recreation are realized.

Analysis of recent research and publications. Certain aspects of the peculiarities of public adminis-

tration in the social sphere as an important component of public administration were studied by such scientists as O. Karagodin [2], V. Chernysh [3], S. Kuzmenko [4], V. Bakumenko [5,10], I. Bondar, V. Gornyk, V. Shpachuk [5] and others.

Formation of the objectives of the article. The purpose of the article is to analyze the role of public management of the social sphere and study the foundations of its functioning, generalize modern directions and trends in the formation and implementation of social policy, identify problems and prospects for development.

Presentation of the main material. Public management of the social sphere is characterized by a number of challenges, which are caused by the need to solve social problems of the population, the development of social sectors, for which local governments are increasingly responsible, and compliance with environmental standards when implementing measures in this area.

Public administration determines the strategic directions of state policy and regulates the interaction

between various subjects of society. In turn, social protection of the population is aimed at creating effective mechanisms of social security, medical care, education and other social services. The interaction of these two spheres forms a system of harmonious development of society, where citizens have the opportunity to receive the necessary support and protection from the state [2].

Social governance requires not only organizational efforts, but also a deep understanding of social processes, the interests of different social groups and the specifics of each sector. The features of this governance are associated with its complex multifaceted nature and the need to balance social justice, economic constraints and political aspirations. Public governance must be flexible and adaptive in order to respond effectively to changes in the social composition of society, to new challenges and problems, such as migration, changes in the demographic structure or socio-economic transformations.

Social protection is considered as a necessary element of social development and social harmony. Ensuring compliance with the principles of social progress and development should contribute to the achievement of the goals of public policy in the field of social protection. These goals include the provision of comprehensive social security and social care services for persons who cannot earn a living on their own due to illness, disability or old age. In addition, important aspects of this policy include the protection of the rights of mothers and children, caring for the well-being of children, the elderly and disabled, as well as creating conditions for achieving equality of opportunity within the country [3].

The state policy in the field of social protection of the economically active population is aimed at ensuring the conditions and opportunities for the realization of the interests of this group of the population. It includes a set of measures that promote employment, ensuring a decent life, establishing minimum wage guarantees and other legal relations. This policy also covers the right to education, health care, housing, a safe living environment, and working and recreational conditions to ensure the reproduction and development of the workforce. In addition, it includes a system of assistance to the unemployed, vocational training and retraining of workers, and the implementation of various types of mandatory state social insurance.

It is desirable that state policy does not generate disagreements and dependency sentiments, but at the same time supports motivation for productive work. It should be an important component of social policy aimed at improving the quality of life of the population and the economic potential of the state. One of the key parts of this approach is an effective system of social insurance for the economically active population.

Therefore, the system of social protection and public policy in the field of social protection of the popula-

tion includes various components: social guarantees, social insurance, social support, social assistance, social compensations and social security [4].

The development of the social sphere, on the one hand, is aimed at improving the quality of human potential, and on the other hand, at ensuring social stability in society, which is necessary for the effective implementation of economic processes. Given that the social sphere is aimed at transforming a person, improving the quality of his life, changing the position of social groups, it affects all spheres of society. The social sphere does not exist in isolation, but in a certain relationship with other spheres, in a set of connections that make up society. The condition for the development of the social sphere is the functioning, mainly, of the economic, political and spiritual spheres, since they produce material, spiritual goods and values, and implement the functions of political management of society. Therefore, the social sphere intersects with other spheres, concentrating all the prerequisites for reproduction and development of society. In relation to them, the social sphere is a factor in strengthening and maintaining the stability of social relations and processes, their relative balance. This is a mandatory condition for preserving the integrity of the entire social system [5].

The main goals of the state's social policy at the current stage of the socio-economic development of Ukraine are: creation of conditions for every able-bodied citizen that allow him to support his own well-being through work; strengthening of targeted social support, primarily of vulnerable population groups; implementing comprehensive measures and special programs in the field of wages and pensions, employment policy; forming a new housing policy; improving the basic state social standard — the subsistence minimum; reforming the employment system; increasing state social guarantees for families with children; social protection of people with disabilities.

The content of the concept of the social sphere, like any other scientific category, is multifaceted. In the scientific literature of both foreign and domestic authors, several approaches to defining the essence of the social sphere can be distinguished, namely:

- firstly, the social sphere is understood as a set of large social groups: classes, nations, peoples;
- secondly, the social sphere is a non-productive sphere, a branch of the national economy, to one degree or another involved in the process of satisfying the social needs of citizens, whose employees receive appropriate income from the funds allocated by society for these needs;
- thirdly, the social sphere occupies a kind of intermediate position between the economic and political systems;
- fourthly, the social sphere is interpreted as a relatively independent sphere of society's life, covering relations between social communities, within these

communities, between individuals who have different positions in society and take unequal participation in its social life;

- fifthly, in recent years the concept of the social and labor sphere of society has been used quite often. The main blocks of the social and labor sphere are: the social sphere (education, health care, culture); labor market, employment services, retraining of personnel; sphere of motivation of productive labor; system of social protection of the population; system of social partnership; system of social insurance; pension system; labor protection. Based on the above, we can define the social sphere as a holistic, dynamic subsystem of society, depending on the development of the state, generated by the objective need of society for the continuous reproduction of subjects of the social process.

The social sphere does not have (fixed) solid spatial and temporal frameworks. It exists in a certain interconnection and interaction with other spheres of society: material and productive, political, cultural and spiritual, as well as systems of natural order and character [9]. The social sphere is aimed at man, social groups.

The social sphere includes all objects and processes that take a direct, personal part in the formation of the properties of the system related to the reproduction and improvement of the individual (group), the satisfaction of their urgent, every day and higher needs.

The main function of the social sphere is the function of social reproduction of people as subjects of life activity and the reproduction of structures, social institutions, and life support resources of social subjects.

The basic principles include: the presence of goals; ensuring a reduction in the discrepancy between the set value of the controlled parameter and its actual value (negative feedback); continuous circulation of current information about the state of the control object, as well as management information from the control subject; coordination of the rates of change of the set and actual values of the control parameter; closeness (integrity) of the control loop.

The implementation of social policy in social democratic states is based on the following principles: social justice, social solidarity, individual social responsibility, and social partnership. These principles are generally recognized values of a democratic state.

Social justice is one of the fundamental values of socio-political life, which comes from the principle of balance in social relations of the rights and responsibilities of people, the interests of society and the individual, it is a certain correspondence between the practical role of various individuals (classes) in the life of society and their social position, between work and reward, merits and their recognition.

The principle of social solidarity stems from a sense of mutual responsibility that unites citizens as members of society, connects all generations — past, present

and future. It is social policy through income redistribution mechanisms that is to some extent a means of ensuring social solidarity, and through solidarity — such feelings as patriotism, national dignity and national identity. Social solidarity can be defined as the cohesion of society, characterized by the willingness of citizens to realize common interests and solve social problems.

The principle of efficiency in public administration in the field of social protection of the population consists in the application of optimally possible, rational and effective tools to achieve an adequate state of social protection and ensure the social interests of the population, as well as the use by the subject of public administration of individually defined methods and forms of activity. To ensure the principle of efficiency, public administration entities should apply the method of quantitative changes, i.e. increasing the structural composition of employees, creating new units, using new methods and forms of activity, as well as the method of qualitative changes, namely the scientific organization of labor, which consists in implementing the achievements of scientific and technological progress into the activities of employees, which would most take into account the peculiarities of a particular social case.

The principle of good governance is manifested during public administration in the field of social protection of the population in the implementation of democratic, responsible, efficient, transparent and accountable management of state and public affairs both at the national and local levels.

As for the goals, they can be attributed to: ensuring the internal and external and social security of the state; development and strengthening of public institutions that ensure stable and reliable democratic development of the country; constitutional protection of the rights and freedoms of citizens of Ukraine, general administrative and legal regulation; formation of state policy aimed at improving the well-being of people; support of a positive environmental situation; support of market mechanisms; competent, mutually beneficial cooperation between regions and the center. This is only a fairly general overview of the goals that public management of the social sphere is designed to serve. Public management of the social sphere performs a whole range of functions, namely: forecasting, planning, organization, general management, operational management and intervention, regulation, accounting and control, verification of implementation. The management process is cyclical. In addition to defining goals, it also includes: planning related to the development of social development plans and social design; organizing the actions of participants in joint activities, distributing functions and tasks between them; ensuring the implementation of adopted plans or decisions; coordinating the activities of interacting entities; stimulating people by forming appropriate motives and attitudes; ensuring control

over the implementation of an adopted resolution or other management document [10].

The content of public management of the social sphere consists in coordinating, harmonizing fundamental interactions, improving the structure of this extremely complex systemic formation and requires the participation in its management of a significant number of subjects at all levels of its organization: regional, local.

Public management of the social sphere is an activity that differs from other types of management primarily in that it is carried out with the help of state power and state bodies. The priority role here is played by political leadership, politics, which is a concentrated expression of the public interests of social groups and citizens.

Therefore, public management of the social protection system is a purposeful organizational and coordinating activity at all levels of state power and local self-government of specially authorized bodies through their adoption of management decisions on the development and implementation of legislative acts, their

own decisions and tasks, and the creation of conditions for the functioning of management mechanisms aimed at the rational and effective use of available resources in order to ensure the conditions for the implementation of state social protection policy.

Conclusions. We can now conclude that effective public administration and a developed social protection system interact to achieve social justice and improve the quality of life of the population.

In the further development of public administration in the field of social protection, it is necessary to pay attention to strengthening the efficiency of decision-making and implementation mechanisms, applying innovative approaches, and creating favorable conditions for ensuring social justice and the quality of life of the population.

Further research and improvement of these aspects is an important task for the stable development of society and ensuring a decent life for all its citizens. Therefore, future research should be directed towards finding solutions that can determine the priority of state policy directions in the social sphere.

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