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DEVELOPMENT OF THE MECHANISM OF PUBLIC MANAGEMENT OF SOCIAL AND ECONOMIC PROCESSES OF SOCIETY

This article indicates that one of the key conditions for the effectiveness of social and economic processes is effective public management, which is possible with a well-developed system of partnership interaction and mutual responsibility of government institutions and society, functioning on the basis of compliance with the legislatively regulated principles of participation.

The work identifies new trends, formulates principles of development, and substantiates ways to improve the efficiency of the mechanism of public management social and economic processes in the conditions of modern society. It is substantiated that public administration mechanisms may be different, but taking into account the global trend of total openness in the adoption and implementation of management decisions on issues of social and economic development at all levels of public administration, it is advisable to develop a mechanism for public management of social and economic processes, taking into account the increasing role of partnership between society and management structures.

Keywords: *mechanism of public management of social and economic processes, public development, social and economic development.*

Problem statement. The public management mechanism efficiency is divided into social and economic. The indicators of public management mechanism

economic efficiency as a whole take into account the financial consequences of its functioning for the social and economic system, taking into account that all costs necessary for the implementation of the project are made at its expense. The indicators of public management mechanism efficiency for its individual subjects take into account the consequences of the implementation of specific projects and programs within the framework of social and economic policy. Social efficiency indicators may sometimes allow for the cost measurement of the consequences of the mechanism's functioning for the social system in question, but are often difficult to measure.

Thus, the public management mechanism economic efficiency is determined by the results of the goals of social and economic policy implementation. However, this is a rather general definition. Regardless of the level and scale of the object for which the economic efficiency assessment is carried out, it always involves an assessment of the results of labor, profitability, and economical use of limited resources. The entire extensive set of technical, economic and financial indicators ultimately characterizes economic efficiency.

The purpose of the article is to develop a concept for the social and economic process management aimed at improving the quality of life of the population.

Article main body. The main determinant of the content of interaction and relations between authorities and institutions of society is the quality of life of the population. As a rule, institutions of society turn to government institutions with questions and problems concerning the receipt of financial assistance, housing, the state of housing and communal services, improvement, the ecological and economic situation, the work of municipal transport, the work and performance of enterprises and organizations, etc. In general, all parameters of these industries and spheres of life characterize the economic level as an indicator of the public management mechanism efficiency of social and economic processes [1]. The social and economic processes, which includes the social and economic spheres, have a significant impact on the quality of life of the population. The purpose of this article

is to develop a concept for the social and economic processes management aimed at improving the population quality of life. The proposed concept is aimed at the formation and satisfaction of the social and cultural needs of the population on the basis of legal norms and consumption standards, state regulation, self-sufficiency instruments taking into account reserves and mechanisms for improving the population quality of life. The mechanism of the concept of managing the social and economic processes operates as follows: on the basis of the use of all resources, a social state is formed in which all elements of the social and economic processes dynamically develop, ensuring an improvement in the population quality of life. At the same time, the state and society have indicators for measuring the quality of life of the population due to the second component – spiritual and cultural (the first is material). The concept provides for state support for the development of social and cultural spheres at the macro level (proportionate development of economic sectors) and at the micro level (income growth and aggregate demand and, on this basis, employment growth) [3].

The concept includes target settings for improving the population quality of life, the formation of state social policy, the development of social infrastructure (education, health care, housing and communal conditions, culture, publishing, passenger transport and communications) and is based on the theory of continuous development of the social and economic processes of improving the population quality of life, on the theory of social equality and accessibility, and also includes a mechanism for the distribution and redistribution of social benefits. The concept of managing social and economic processes allows us to improve the population quality of life through the development and use of social and cultural.

Due to the financial crisis in the country and martial law, the country's population remains socially nonsufficient protected. In this case, the second component of the quality of life comes to the fore – social, spiritual and cultural, called, in our case, social and economic processes, [1, c. 56]. In order to implement social and economic processes, we have proposed a concept for managing these

processes.

Based on the fact that the social and economic processes of improving the quality of life of the population have a continuous and constant development, we have proposed a structure for the concept of managing the social and economic processes that determine the welfare state.

The concept of managing social and economic processes includes: legal and regulatory support, control subsystems, self-sufficiency tools (textbooks, fiction, art, theaters, clubs, new technologies and innovations, etc.), reserves and mechanisms (social development, organizational, economic, innovative and investment mechanisms or their combination), state regulation and resource management processes with the aim of creating a social economy, development of elements of the socio-economic process, measurement, monitoring and control. The essence of the social and economic processes consists of transforming Inputs into Outputs through the use of resources. At the same time, at the Input of social and economic processes of society's resources, legal norms, with the use of reserves and mechanisms, state regulation, a socially oriented economy is formed and at the Output the result is the satisfaction of needs. On the basis of resource management (information, material, labor, the needs of an individual, group, society are formed, then on the basis of the effective use of financial resources) a social state is formed in which all elements of the social and economic processes are successfully developed, which allows for an improvement in the quality of life of the population (measurement and control) [3].

The level of development of social and economic processes: material and spiritual values, established norms and principles in society, is the basis for the accelerated development of new, more progressive norms of social life. The spiritual education of the population especially influences this process. In recent years, enrichment at any cost has become the basis of life's goals, which is associated in the country with the criminalization of society (theft, banditry, robbery, corruption). All this disrupts stability in society, fear among the people and distrust of the authorities.

In this regard, in Ukraine it is necessary, using the proposed concept of managing social processes in society, to change the course towards the formation of a social state, and then many of the problems of society (poverty of the population, inaccessibility of education and other elements of social and economic processes) will be solved automatically. At the state level, the main social and economic standards are established: minimum wage, subsistence minimum, age limits and pension provision for the population depending on working conditions and income, maternity capital, tax rates, rates of contributions to state insurance funds, benefits for pensioners, the disabled, the adoption and implementation of programs for the development of social sectors of the economy and employment of the population, reducing inflation, increasing real wages, ensuring the stability of the domestic currency (hryvnia), etc.

The main areas of management at the regional level affecting the quality of life of the population are: implementation of state programs at the regional level, tariff levels and establishment of preferential categories of citizens for housing and communal services, fees in preschool and school institutions, support and development of healthcare, education, development of culture, science, art, etc.

Local authorities by a result of management must ensure rational use of natural resources, development of production using local raw materials, assistance in self-sufficiency of citizens, satisfaction of the population's primary needs for water, gas, housing, etc [4].

The concept of social and economic processes management to improve the quality of life of the population is based on state support and is based on two basic theories and the mechanism of distribution and redistribution of social benefits.

This concept includes the following basic theories: the theory of continuous development of social and economic development, including the theory of continuous growth of needs based on the law of increasing needs and the theory of satisfying the ever-increasing needs of the population. In this case, the source of increasing needs may be ideas of increasing consumption of an individual, group or

society, or the results of scientific and technological progress.

The second basic theory of the concept of social and economic processes management is the theory of social equality and accessibility of all material and spiritual cultural values, including the theory of equality in the process of the first socialization and the theory of equal accessibility of material and spiritual values. At the same time, the state, represented by the authorities, must create conditions for the growth of the well-being of all categories of citizens through a redistribution mechanism, within the framework of established legislation: ensure equality between men and women, employment and decent wages, and eliminate the degrading living conditions of men.

In order to implement the concept of social and cultural processes management to improve the quality of life of the population, it is necessary to create a social state. In our opinion, our country has enough resources and reserves, primarily financial, to build a social state in the coming years by combining the efforts of the people and government structures. Building a social state not in words but in deeds is the state idea around which all strata of the population, including the rich and the poor, should unite. There is no need to take anything away from anyone, it is simply necessary to introduce appropriate tax rates [5].

Each element of the mechanism of public management of social and economic processes is an integral part of the whole. They are interconnected and interdependent, and the combination of elements of the mechanism for organizing the relationships of the interacting actors forms the structure of the mechanism. The functioning of the mechanism includes the totality of all processes occurring in public management on the basis of the established relationships between government institutions and the population, and reflects the dynamic change in their interaction over time.

Broadly defined principles are rules and requirements that guide one in any activity. Principles, being a consequence of the action of objective laws in society and production, act as mandatory initial provisions in any management activity. In

the construction and functioning of the mechanism of public management of social and economic processes, the following basic principles should be followed:

- systematicity, which ensures that all external and internal factors influencing of social and economic processes are taken into account, the type of public administration mechanism corresponds to the goals and trends of social and economic development, consideration of the interrelations within the mechanism between its elements, its functions, compliance with the external environment, external conditions, conceptual unity (accessible common terminology, common standards and laws), the necessary consistency, subordination, coordination, a certain purposefulness, rationality and efficiency;

- continuity – a common methodological basis for the development of measures, decisions and implementation of actions on issues of social and economic development, on issues of interaction between government institutions and society;

- dynamism and adaptability – the adaptability of the public management mechanism to changing goals and conditions of social and economic development, which presupposes a change in the priority of functions, compliance with advanced experience (both scientific and practical, both domestic and foreign), timely adoption and multi-aspect management decisions through various channels (administrative, economic, legal) of interaction between government institutions and society;

- cost-effectiveness and optimality – maximum simplification of interaction between government institutions and society (reduction of the number of vertical steps); greatest efficiency at the lowest cost (the share of costs for the functioning of the public management mechanism in the total costs for the purposes of social and economic development); selection of the most rational type for a specific stage of social and economic processes, specific conditions [4, c.103].

To optimize public management (increase the efficiency of the management subsystem), the mechanism of public management of social and economic processes as a participatory one performs a certain set of independent and relatively isolated

basic types of actions, which can be defined as its functions.

Conclusions. Thus, improving economic efficiency only makes sense if it also leads to improved social outcomes. The products produced and the profits received are not important in themselves, but only as a means of improving people's standard of living. Social efficiency in a broad sense is the overall effectiveness of human activity. It is determined by the ratio of the obtained useful result and the volume of resources spent on it; the growth of the efficiency of human activity means in any case an increase in the volume of human goods without an increase in the costs of this activity. The growth of social efficiency implies the constant improvement of people in almost any activity, constant self-improvement, the ability to work better or produce higher quality products.

Social efficiency is measured by many different indicators, but there is no single general indicator of efficiency, just as there is no abstract effect, but there is a specific output, profit received, or some other specific result. When applied to specific types of production activities, the name of different performance indicators consists of two words: the first means what the performance results are measured by in this indicator, for example, productivity, profitability; the second means what resource costs are taken into account in this indicator in relation to, for example, labor, land, capital or their individual components.

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