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**DEVELOPMENT OF INSTITUTES OF SOCIAL
INFRASTRUCTURE IN ACCORDANCE WITH
STRUCTURAL AND INNOVATION
TRANSFORMATIONS**

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Introduction of the research. Institutes of social infrastructure form the basis for confirming the possibility of increasing the impact of social infrastructure in future periods on overcoming the economic crisis and creating conditions for economic growth.

Research hypothesis. Institutions of social infrastructure play an important role in the redistribution of employment of labor resources while reducing the number of jobs in the field of material production.

The purpose of this article is to determine the directions of development of the social infrastructure of the national economy in the conditions of socio-economic transformations.

In the process of solving the tasks we have applied the following **methods**: simulation, literary, comparative, system, statistical methods.

Results of the research. This research is devoted to development of regional social policy model evaluation of the state. The key elements of social policy for formulation of social development measuring indexes were found out. The analysis of tool, social development and evaluation of social policy applied for measuring is carried out, the

special role of methods which are based on the study of the state of public opinion is proved. Realization of the directions of development of social infrastructure is possible under conditions of development and functioning of civil society institutions, comprehensive control of civil society by the state, effective budget and social policy, formation of a system of moral values and patriotism, equality of all starting with the laws and adherence finishing with the rule of law by all citizens of the state.

Conclusions. State regulation of social infrastructure should be carried out on the scale of the national economy. Responsibility for the implementation of state programs lies with the territorial authorities and local self-government bodies that direct the work of economic structures, take part in the formation of social programs aimed at the systematic development of social infrastructure and improving the living conditions of the population

Keywords: social infrastructure, transformation processes, national economy, social infrastructure institutions, standard of living.

Problem statement and its connection with important scientific and practical tasks. Social infrastructure is a combination of industries and objects of various spheres of economic activity with its own organizational structure, functioning of which is aimed at servicing the population and creating favorable conditions for the development of the individual.

The development of social infrastructure in the context of economic reform influences the level of education, the level of qualification of labor resources, culture, public health, the level of consumer services, the environment improving.

The social infrastructure of the national economy during the economic crisis has suffered significant losses, both material and image due to lack of financing by the state and a number of other reasons. But a significant reduction in the number of services provided did not take place, in contrast to the reduction of production in the areas of basic production and industrial infrastructure. The extraordinary significance of this component of the national economy and the growth of the role of the service sector forms the basis for confirming the possibility of increasing the impact of social infrastructure in future periods on overcoming the economic crisis and creating conditions for economic growth.

Analysis of research and publications on the problem. The study of the problems of the development of the social infrastructure on the level of national economy and the directions of the formation of social infrastructure institutes is devoted to the scientific works of modern scientists such as: M. K. Orlaty, V. M. Vakulenko, A. G. Yagodka, V. M. Novikov, L. M. Ganushchak-Efimenko, V. G. Shcherbak, O. V. Makarova, A. A. Khalecka, L. Vitte, V. A. Rebkalov, V. A. Shakhov and others.

The purpose of the article is to study the factors of the formation of social infrastructure institutes and to determine the directions of development of the social infrastructure of the national economy in the conditions of socio-economic transformations.

Main results and their discussion. The branches of social infrastructure played an important role in the redistribution of employment of labor resources while reducing the number of jobs in the field of material production. Such a model for changing the structure of employment is characteristic not only for the national economy of Ukraine, but also for economically developed countries with a socially oriented economy and countries with a transitional type of economy. The growth in the number of goods that are being created in the social infrastructure area needs to be intensified to bring the market economy countries closer to the per capita production and consumption.

M. K. Orlaty proves that under conditions of economic reform there are extremely complex and diverse problems of the development of social infrastructure, and the results of its industries affect the level of general and professional education of the population, respectively, qualifications of labor resources, culture and population health, life duration, terms of free time and quality of its use in terms of conditions for a healthy lifestyle.

The main functions of the sectoral structure of social infrastructure are: distribution and exchange provided by a network of wholesale and retail trade and restaurant enterprises, as well as institutions of the credit and insurance system; provision of consumer services, carried out by housing and communal services, enterprises of consumer services, passenger transport and communications; health care is provided by the institutions of the health care system, sanatorium and resort services, physical culture and sports organizations, social security organizations of the population; the formation of social consciousness and scientific outlook is carried out by the systems of cultural and educational institutions, art and religion; management and protection of public order are provided by public administration bodies, public organizations, public order bodies [6].

The level of development of branches of social infrastructure is a decisive indicator of the social efficiency of the country's economy. Social efficiency is the correspondence of the results of economic activity to the basic social needs and goals of society, the interests of an individual. The integral indicator of social efficiency is the production of consumer goods in the total volume of production for a certain period, usually in a year. In developed countries with a socially-oriented market economy, the share of consumer goods in the gross national product is almost 70%, and production of means of production is about 30% [8].

The activities of social infrastructure should be aimed at satisfying the personal needs of a person. In turn, the main production and production infrastructure operate to meet human needs, but the products created in these areas of social production are not consumer goods that can be directly used for individual needs. Sectors of social infrastructure operate to ensure the proportionality of material production and consumption of goods. The special role of social infrastructure in the national economy is expressed by the fact that it is a basis that creates the social and economic conditions for the formation of a new outlook of the individual and, accordingly, a new economic way of thinking of the individual. Efficiency, proportionality and compliance with modern requirements of social infrastructure affect the quality of life of the population, the level of well-being and is an important indicator of economic progress / decline of society and living standards of the population. The condition of efficiency and compliance is the formation and efficient functioning of modern institutions of social infrastructure. The formation of institutions of social infrastructure takes place in conditions of complex socio-economic transformations, which reflect the complexity of social economic and political problems, the dynamics and prospects of the country's future development.

Rational and effective actions of the state are aimed at improving the system of education, health care, culture and art, social services, ensuring efficient employment of the population, state social security and legal protection

of citizens, environmental protection of citizens, etc., contributes to qualitative changes in the socio-humanitarian development of the country. Transformation processes in the social sphere have a positive influence on the field of human capital reproduction.

Social infrastructure is classified by the following elements: 1. By level of management: national; regional; sectoral; enterprises 2. According to the types of human activity: the infrastructure of labor activity – the main task of which is to create favorable conditions for effective work; social and domestic infrastructure creates conditions and provides solvent demand and consumption of domestic services; the health and environment infrastructure is aimed at ensuring equal opportunities in obtaining medical care and creating healthy lifestyles in favorable environmental conditions for all members of society who have equal rights to health care, rehabilitation, medical rehabilitation and disease prevention; The infrastructure of education and culture functions in the direction of developing the abilities of labor resources to work by means of raising the level of education, the culture of entrepreneurship, entrepreneurial abilities etc.; The infrastructure of socio-political activity creates conditions for participation in the management of socio-political processes. 3. According to the term of validity: temporary; constant. 4. Depending on satisfaction of needs: the infrastructure connected with satisfaction of everyday needs (elements are not interchangeable); infrastructure related to the satisfaction of the needs that arise during certain periods of life.

Material goods and services are provided to the population in three forms: paid – services provided by enterprises and institutions of housing and communal services, consumer services, passenger transport, legal services, communication services etc.; Free of charge health care services, education, some cultural services and social assistance; on preferential terms, services to certain groups of citizens are provided by the specified legislation [2, p. 247–250]. Institutions of social infrastructure operate and develop in three main directions: social and legal, which involves the development of the necessary legal acts, the harmonization of new legal acts with the current ones, and consists of state social norms of consumption, provision and income, determination of the mechanism of realization of social rights and state social guarantees for citizens; Socio-cultural, which reveals fair distribution of income, employment, education and level of qualification as the most important indicator of the effectiveness of social development of society and the problems of human-state relations in the context of the development of a social state; Social-household, which creates conditions for human life and the maintenance of the physiological and social minimum when interacting with monopolies (Figure 1).

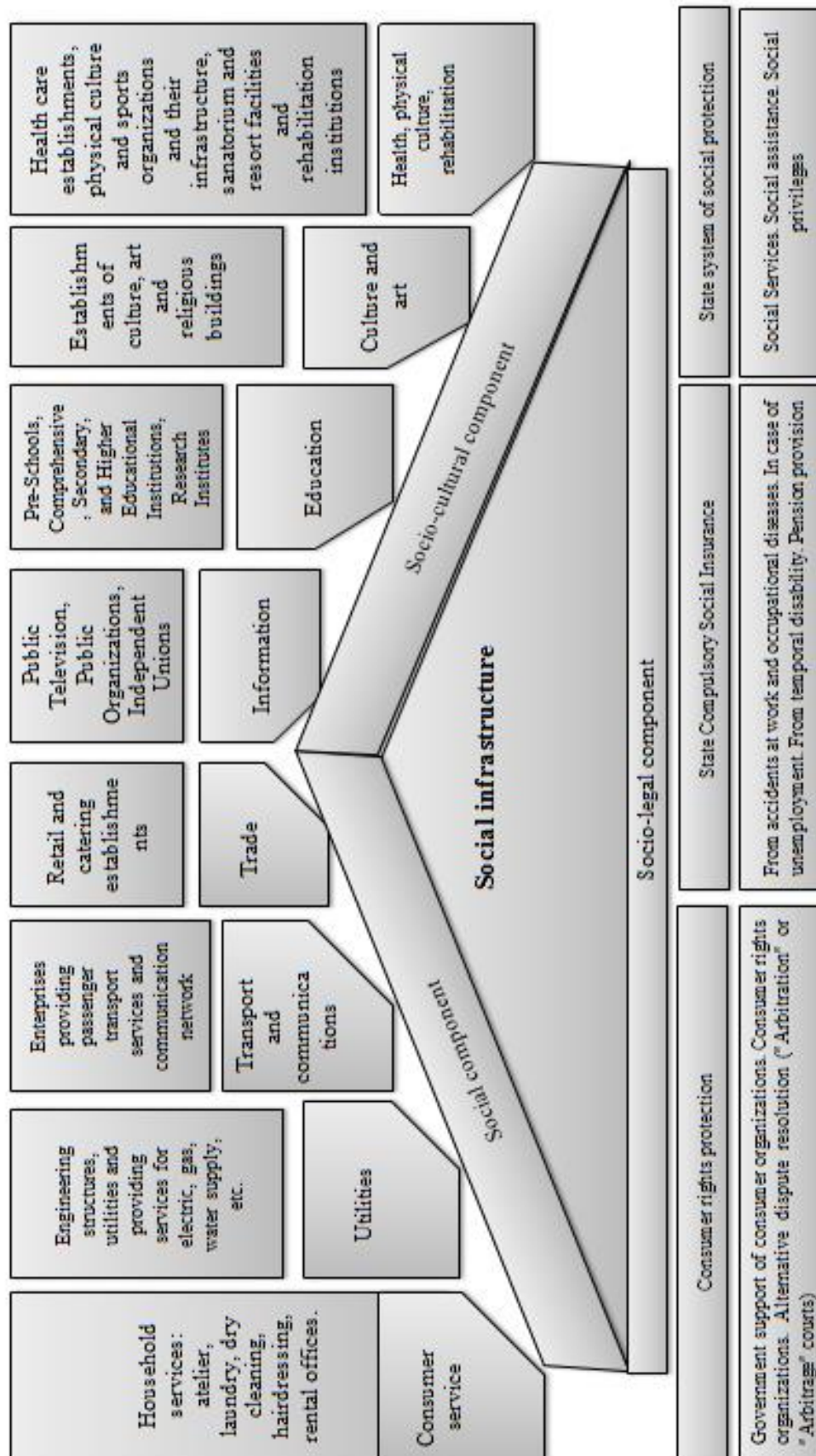


Figure 1. Classification of components of the development of social infrastructure of the national economy

[1, p. 78-79; 7, 77, 80; 5, p. 141-142; 11, p. 10-11]

V. N. Novikov characterizes the social infrastructure and the corresponding institutional formations as a set of specific spheres of social production that form the conditions for the spatial and temporal socialization of the economy in the context of the social purpose of the state. Respectively, social infrastructure is divided into productive and social. Industrial infrastructure is actively forming, i.e., it creates material and real objects of the national economy. Social infrastructure performs a conglomerate of functions on the primary socialization of man and its component, which is related to maintaining the social status of citizens at different stages of their life cycle. Thus, today in the conditions of economic integration, strengthening the integrity and unity of the world economy, the confrontation between market and planned ideology has shifted to the plane of the strategy of ensuring the development of the strategy of a particular person [9, p. 49].

Ingredients of the social infrastructure provide services of individual consumption, provide conditions for consumption of goods created by the branches of material production of goods and produce their own services and material goods. In the general range of functions of social infrastructure, special attention is paid to those aimed at improving the demographic situation, that is, reducing mortality and increasing the birth rate; improvement of the structure of labor resources, increase of competitiveness and efficiency of use of labor potential; improvement of the public health system; improvement of housing and communal services; improvement of living standards of the population; raising employment, creating new jobs in non-industrial areas and in the country as a whole etc.

In today's conditions of the economic crisis and the absence of effective institutions of a socially oriented market economy, it is very important to correctly assess and determine the role and functions of social infrastructure institutes in social reproduction, their transformation with taking into account the peculiarities and interests of the national economy. The fundamental changes in the structure and functions of the institutions of social infrastructure determine the transformational processes of socio-economic development and the formation of new structural elements and modern approaches to overcoming the problems associated with the economic crisis.

The main components of socioeconomic development that considered basic to the present time and constituted the fundamental basis and determine the goals and objectives of social infrastructure institutions, at present time do not meet the requirements of a market economy and national interests. Modern development of Ukraine's economy needs transformation in all spheres of social production (primary production, industrial infrastructure, social infrastructure), to create favorable conditions for self-organization and self-regulation of social and economic systems based on the functioning of modern institutions of social

market economy into a single space under conditions of implementation of new principles of their work to improve the socio-economic development with a mix of individual subjects and interests of national economy without violating the principles of market ideology.

Components of the fundamentals of social infrastructure should include and reflect the concept and system components which express the essential features of reality, is a set of values, beliefs, ideologies, ways of thinking, methods, approaches, technologies and applications in the corresponding period.

The decision of the transformation of the institutional component of social infrastructure through the reorganization of its main components, creation of a system for implementing its work efficiency, based on the introduction of innovative models aimed at economic growth, and involves developing the directions of infrastructure development through the introduction of conceptual foundations and methodological applied aspects of work with consideration of actions of objective economic laws.

The realities of the current economic situation in the country are driven by transformational processes on a national scale, and in particular in the social sphere. It promotes acceleration of the processes of formation of the systems of social orientation of the interregional level and necessitates of the development of a new paradigm that would combine / harmonize the interests and priorities of individual subjects of the national economy with the general economic interests of the state.

The modern model of state regulation in Ukraine should be based on the principles of a socially oriented economy, the main components of which must be European norms and standards of life in which a person receives all the necessary benefits to meet his own needs not only at the physiological level which takes into account the costs of meeting the most significant physiological and physical needs, including expenses for basic services for a short time, practically excluding the purchase of clothes, footwear and other non-food items goods, and at the level of the social minimum, which, apart from physical, includes expenses for satisfying the minimum spiritual and social needs that society considers necessary to maintain an acceptable standard of living. It is understood that the poor have more or less normal living conditions.

When building social institutions, the state must take into account the conditions and peculiarities of national, ideological, spiritual, cultural, ecological and political life, and to formulate social policies on these principles. The creation of new institutes of social orientation promotes the unification of different social strata of the population for the realization of the goal of social welfare. Achievement of the set goal involves solving a number of tasks, the essence of which is realized in creating the necessary number of workplaces, accessibility in accordance with human rights and citizen's educational services,

free medical care in certain limits and in case of life threatening, opportunities for obtaining the necessary occupations, qualification improvement, and appropriate conditions and wages, rest, rehabilitation, etc.

State structures of social orientation should provide targeted assistance to the poorest people who cannot exist without appropriate assistance. European norms of social policy of the state are based on good economic achievements, a high level of social protection, a high level of education and social dialogue, and include the combination of citizen's freedom with his responsibility to the state, and the state in turn protects the interests of its citizens [3, p. 12]. Social justice is the basis of solidarity of citizens and the state, which creates for citizens level of starting opportunities that promotes social consensus, interaction of people with state institutions to overcome economic crises and other challenges facing each person and society as a whole.

The existence of inequality in a market economy is objectively due to the fact that the market system is a rigid mechanism that does not know philanthropy and rewards people only for the ultimate efficiency of their activities. But people are significantly different in terms of work capacity, activity, qualifications, education, abilities, ownership of the property, etc. Accordingly, they cannot work and earn the same. In turn, the state must mitigate the inequality in people's incomes, in order to avoid excessive social dislocation and tension in society. Equality in society is determined by the quality and quantity of tangible and intangible benefits that people receive every day. The essence of equality is the just gain and accessibility of the benefits to each individual, in accordance with the volume of useful actions committed by a particular person, regardless of gender, social origin, nationality. An important element of social justice and a mandatory component of social infrastructure should be the mechanism to overcome the significant differences in living standards in rural and urban areas, as well as to ensure the same level of development of social infrastructure in different economic regions of the country, based on the implementation of the innovation and investment policy of rural regions [12, p. 6–7; 4, p. 100–101].

Effective combination of branches of social infrastructure contributes the meeting of needs of society as a whole and every person in particular, as well as increasing the impact on social production, through the creation of favorable conditions for the reproduction and development of human resources of society. The determining role is played by social infrastructure and in the increase of productivity of human capital. Social infrastructure begins to affect the life of a person from the very beginning of his birth through the health care system, continues in preschool institutions, institutions of secondary, special and higher education, while working for the rest of the able-bodied age and after retirement to reach retirement age and for life through the pension system.

Labor productivity under the influence of social infrastructure varies depending on: the favorable living and living conditions created by the relevant branches; availability and efficiency of medical care, disease prevention and opportunities for sanatorium treatment and medical rehabilitation; opportunities for obtaining high-quality general education, vocational training, qualified higher education, retraining and advanced training, etc.

The state, as a public institution, operates in all spheres of public life, applies political, administrative, economic, legal, propaganda, cultural-ethical, informational and other forms of accentuated influence. Such a systemic nature of the state's influence allows it to regulate the complex relationships and relationships of man (Figure 2).

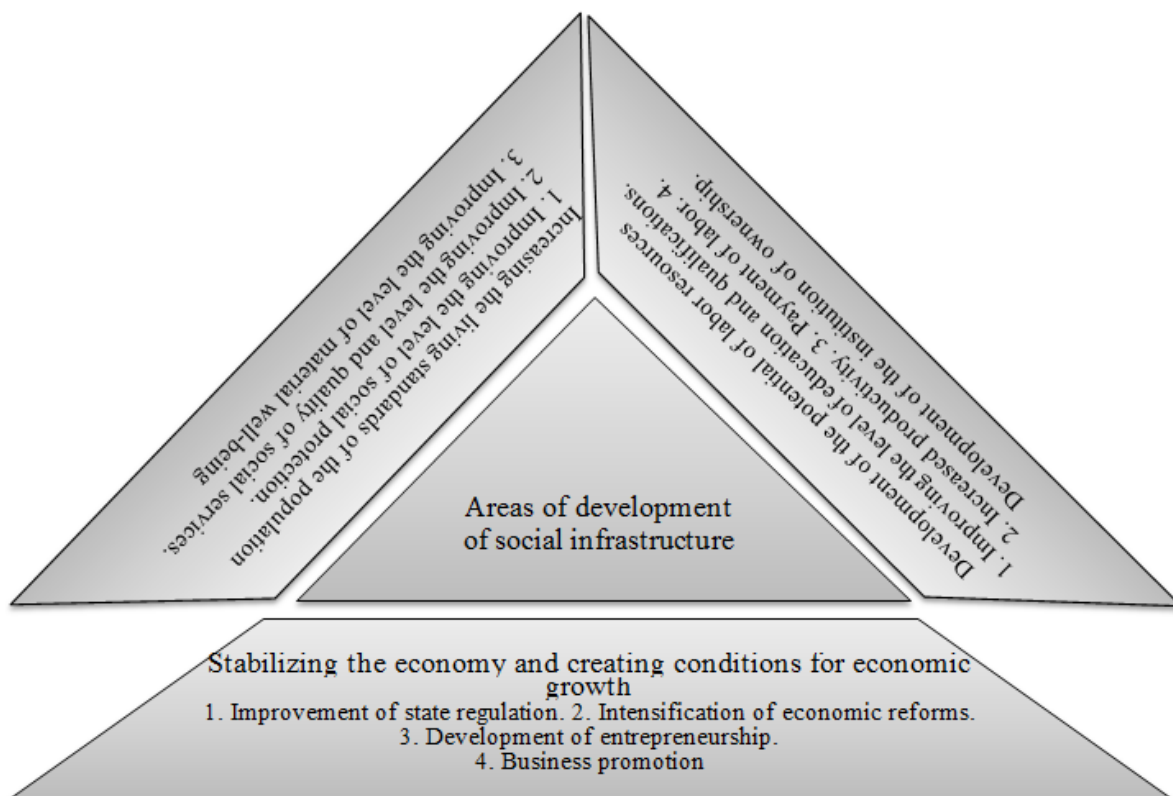


Figure 2. Directions of development of social infrastructure of the national economy of Ukraine

Taking into account the complexly of nature of the state's activity and considering it as a special social player, it is expedient to consider the administrative activity of this institute as a specific form of influence on the object in order to implement strategic directions of development of the national economy [10, p. 5].

The economic crisis and a significant deficit of the state budget prompts the improvement of the economic mechanism of regulation of the development and

functioning of social infrastructure. State regulation of social infrastructure should be carried out on the scale of the national economy. Responsibility for the implementation of state programs lies with the territorial authorities and local self-government bodies that direct the work of economic structures, take part in the formation of social programs aimed at the systematic development of social infrastructure and improving the living conditions of the population.

Conclusions and perspectives of further research. Taking into account these factors, conscious management of socioeconomic processes cannot be considered an exogenous factor in relation to the economic system. Thus, the mechanism of state regulation of social infrastructure, the action of which is realized through the adoption of political and legal decisions by real people must be performed on the scale of the national economy, cannot be divided at regional and district levels and must be part of the system of targeted integrated programs (TIP) for socio-economic development of the country.

Realization of the directions of development of social infrastructure is possible under conditions of development and functioning of civil society institutions, comprehensive control of civil society by the state, effective budget and social policy, formation of a system of moral values and patriotism, equality of all starting with the laws and adherence finishing with the rule of law by all citizens of the state.

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