

ЕКОНОМІЧНА ТА СОЦІАЛЬНА ГЕОГРАФІЯ

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SOCIAL CHALLENGES OF GLOBALIZATION: UKRAINIAN CONTEXT

Любіцева О.О., Смирнов І.Г., Сировець С.Ю. СОЦІАЛЬНІ ПРОБЛЕМИ ГЛОБАЛІЗАЦІЇ: СУСПІЛЬНО-ГЕОГРАФІЧНИЙ ВИМІР.

Розкрито сутність соціальних проблем в умовах глобалізації світового господарства. Висвітлено особливості формування суспільного вибору. Охарактеризовано основні соціальні проблеми сучасності; зокрема, проблему соціального захисту населення (пенсійна реформа), проблеми бідності та охорони здоров'я. Розкрито стан рішення цих проблем в Україні.

Ключові слова: соціальні товари, пенсійна реформа, соціальний захист населення, бідність, охорони здоров'я.

Development of world economy takes place as a result of the economy growth which is often equated with richness of countries, although in itself the size of natural production resources or increase of GDP does not yet testify to the real economy growth. In reality society needs socially effective economy growth, that means such use of natural and production resources, which is accompanied both with the GDP growth, as well as

its with effective application (growth of degree of the even distribution of manufactured wealth among the different groups of population, growth of part of GDP which is used to the grant of free services to all members of society, especially in the spheres of health protection and education; increase of part of GDP which is assigned for the guard of environment and others like that) (fig.1).

Czech Republic	28	22.678
Slovenia	29	25.857
Slovak Republic	31	27.658
Estonia	34	17.168
Hungary	36	17.472
Poland	41	17.803
Lithuania	44	14,824
Latvia	48	12,944
Montenegro	49	12.491
Romania	50	12.844
Croatia	51	16.389
Bulgaria	58	1.139
Serbia	60	10.449
Albania	64	7.976
Azerbaijan	67	8.747
Bosnia and Herzegovina	68	8.222
Ukraine	69	6.535
Macedonia	71	9.487
Georgia	74	4.902
Armenia	76	5.495
Moldova	99	3.149

Fig. 1. Place in the world according the UN index of human potential development and after GDP per capita (after the purchasing power parity, \$) of Central and East Europe countries, 2010

The social measuring of the economy growth, above all things, depends on determination of its primary objective. To what purpose to give advantage? To growth of property welfare? To the increase of prosperity of majority of population? To conditioning their social protection? The modern economy growth must be strategically aimed at development of human potential, that is why his efficiency is estimated not only on the indexes of profits by populations but also after such factors

as life-span, percent of literacy among a grown population, level of mass accessible education and others like that. Consequently, the purpose of development of human civilization is comprehensive development every person that mans, and to consider the economy growth only as a mean of achievement of this purpose. Although the economy growth, increasing richness of country on the whole, extends it possibility in relation to the decision of social («human») problems, however

progress in the field of human development accompanied it not always is. Rather, opposite, it often carry's out for deepening of economic inequality, restriction of democracy, destruction of environment. Such position resulted in a conclusion, that the economy growing unavoidably is not sustainable, that it can not be supported during long time. To be permanent, the economy growing must be carried out as growth of knowledge's and abilities of workers; as enhancement of their effective use; as a facilitation of terms of own creation business, finally, by democratization of management at all levels. Lag with the decision of social problems is able sharply to brake the economy growing of both separate country and humanity on the whole. Presently it was not succeeded to pass not a single country of the world from one-sided economic development with the put on the brakes human development to the degree, on which human development and economy growing mutually would be instrumental in each other. As braking of human development unavoidable resulted in braking of the economy growth, such model of development was acknowledged as such which conducts in a deadlock. Presently, in the conditions of globalization of world economy most popular conception of the permanent economy growth is model of terms, which provide long-term balanced development of economy of both separate countries and the whole world. In basis of the socially oriented economy growth there are three principles of social harmony: 1) inter-generation harmony (satisfying the necessities of present generations in order not to harm possibilities of future generations); 2) inter-group harmony (satisfying the necessities of one social group not to harm possibilities of other); 3) inter-country harmony (satisfying the necessities of population of one country, not to harm possibilities of population of other countries). Consequently, social problems in the modern world show up all sharper, coming into the notice of researchers of different scientific directions. The geographical investigation of social problems will be useful in the successful re-erecting the social sector of Ukraine on market principles, that takes place presently. It, in particular, touches reform of the system of social defense of population (including pension reform), decision of problems of poverty, re-erecting on market principles the system of health protection, and others like that.

Basis of social sphere of world economy is made by a production, distribution and consumption of social commodities and services. Which commodities do belong to social and how to

distinguish them from market ones? How more effective to distribute social commodities and what role does the state play herein? What social problems of the modern world are peracute and what are ways of their decision? Answers for these and other questions, related to the features of social development and realization of effective social policy gives a «public choice» – the newest scientific and practical direction. A market distributes goods and services which are named private and are in salesman's ownership. Unlike it social commodities are in collective (or public) property. Private markets can not carry out their optimum distribution and consumption as a result of such of two principal reasons: 1) social commodities are not subject if the «rule of exception» (users which did not pay for a commodity are eliminated from the process of his consumption); 2) social commodities are not subject the «rule of consumer rivalry» (if one user used a commodity, all other are not able to do it). Social commodities are divided into three groups: 1) public goods (given exceptionally by society, for example, national defense and public safety of the state, public order and its legal proceeding, and others like that); 2) semipublic goods (can be given both by the state and private sector, for example, educational, medical, cultural and art services and others like that); 3) commodities of the general use (air, the World ocean, forest and animal resources of the world). The role of the state consists in restrains surplus consumption of the last from the resulted groups of social commodities and in stimulation of consumption of public and semipublic goods. Social commodities have not only national but also international, measuring. For example, international safety is a public commodity, international education – semipublic, and world natural resources (air, water) are commodities of the general use. Exactly through such pattern of ownership in last case global ecological problems (contamination of atmosphere, violation of ozone layer, global rise in temperature, diminishing of fish resources, and others like that). Each of three groups of social commodities has a problem of this effective use. Public commodities bring a benefit society on the whole, but their grant is impossible by private sector; semipublic commodities can be produced and in private sector, but in an insufficient volume; the commodities of general consumption are consumed surplus, because they are free in fact. In every case the state has for an object to provide and control the effective use of all kinds of social resources.

In the private sector of world economy people

«vote» with their money, buying necessary commodities. In the state social sector decision about a selection and allocation of financial resources on social necessities is taken through a two-stage process: at first the country's population elect parliament, and then the last votes for certain social decisions. If choice of electors and actions of elected persons deputies will be unsuccessful, it will result in the ineffective use of social resources. By what way does it follow to provide a successful public choice? One of possible variants is the way of achievement of consensus (when all note – «for»). But such method requires a lot of time and efforts for achievement of decision, and also connected with possibility of blackmail.

Therefore most acceptable in democratic societies is a method of majority (majority rule), after which decision is made by simple (50% voices plus one voice) or qualified majority (2/3 or 3/4 electors). Majority system, when concrete people are elected in separate districts, is oldest of the present electoral systems. Presently it is used in over 80 countries of the world, including in the USA, France, Great Britain, Canada. Widespread also is the proportional system on party lists, it is used by near 60 countries of the world. In relation to Ukraine, in 1998 was inculcated proportionally majority system, motivation to introduction was the appearance of many political parties which required a proportional representation office in the higher legislative body of the state. Elections in Verkhovna Rada in 2006 and 2010 already were fully conducted on the proportional system.

Select persons (deputies) can be under influence of different circumstances and in this connection to accept ineffective decisions. There are three reasons of such state: 1) a problem «owner-agent»; 2) an exchange of voices at making decision (logrolling); 3) rule of «middle voice» (median voter). Problem «owner-agent» consists in that «owner» is people which elects the «agents» - deputies, so that they have to protect interests of people. But «agent» can have his own interests or protect (to lobby) interests of support group. Exchange (trade) of deputies voices at decisions acception can take place in the opened and hidden (voting packages) form. Rule «middle voice» consists in that politicians often throw out moderate suggestions to attract a middle elector which is most mass. These reasons, and also so called. the «paradox of voting» (when each voter is sure that votes correctly, but a collective, general result can be quite different) induced

american scientist K. Errou to pull out the theorem of impossibility of existence of the rational and just majority system of elections.

In opinion of western researchers, there is another reason of ineffective actions of the state – it is bureaucracy, or ineffective work of civil servants. Its reasons are that last are monopolists in the grant of certain services; does not get incomes from the activity; try to do more than foreseen, to get greater financing. There are offered for the improvement of their activity: private contracts (for example, for cleaning up streets, collection of wastes, fire prevention, and others like that), competition with private firms (in education, medicine), decentralization of large departments and others like that.

Ineffective allocation of social resources and commodities in the modern world resulted in the origin of sharp social problems among which – problem of social defence of population, poverty, health protection, and others like that. In particular, the problem of social defence of population is related to the necessity of state support of unworking population (unemployed persons, invalids, older people and youths).

An important index – coefficient of dependence – is attitude of amount of unworkings population toward working. They distinguish the coefficient of dependence from age, for children, invalids, unemployed persons and all unworking. One of peracute social problems of the world is the quick growth of the coefficient of dependence from age (in the USA presently 1:4, in Ukraine 1:1,5) which means the necessity to decide the problem of the financial providing of growing amount of pensioners.

The idea of the general pension providing for citizens was first realized by the Chancellor of Germany Otto Bismark in 1889, when in his country the state system of defence of social rights was introduced: pension on age and by disability and medical insurance of population. In the Russian empire a pension legislation was accepted by tsar Nicolas I.

After this law pensions were given not only for officers, but also for soldiers (after 25 of service), and also civilians - in a size 50 % of the salary, and on condition of 35 years of experience – 100 %. Main foundation for this was labour on the state, but «service was required with no remarks». All tsar's pensions were annulled by bolsheviks at 1917 and till 1956 no pensions exist in the USSR at all. Only on July, 14, 1956 there was the accepted the law «On state pensions», that is 34 years after creation of the USSR. It was for

city inhabitants, and habitants of villages – collective farmers took right for a pension in 8 years later – in 1964, when soviet leader M.S. Khrushchov signed the law «On pensions and help to members of collective farms». Up to this time, providing of old collective farmers depended upon agricultural farms and on their housekeeping itself.

But humanity so swiftly gets older, that in the near future our Earth will be named the «planet of pensioners». Accordingly to statistics of WHO mean time of life of men in the developed countries attained in 2010 from 76 in the USA to 79 years in Japan, and women – from 81 year in the USA to 86 years in Japan.

Life-span on a pension makes: for men – from 9 in Japan to 18 years in France, for women – from 15,7 in Japan to 25,5 years in France. The analysts of WHO provide for, that in 2020 on Earth over 1 milliard of people will be counted by age over 65 years, that means that there will be every eighth inhabitant of planet in retirement age.

The world found the decision of problem of social defense of pensioners in introduction of the accumulation pension system according to which the most reliable and substantial method of accumulation of money on old age is an account

in non-state pension fund – in addition to a small state pension.

In the developed countries of the world such system use over 70 % of population providing themselves by such method a pension which makes 80-90 % to the volume of earning. Ukraine today searches transition ways from solidarity pension system which remained as inheritance from soviet times, to the accumulation pension system (table. 1).

A law on pension reform was accepted Verkhovna Rada of Ukraine on July, 8 in 2011. Its substantive provisions: 1) an increase of retirement age of women is from 55 to 60; 2) increase of insurance experience for the receipt of minimum pension on 10 years more – to 35 years for men and 25 years for women; 3) limitation of maximal volume of pension by ten living minimum (presently 7640 UAH or \$1000); 4) introduction (from 2013) of the personal accumulation accounts of future pensioners (who will not be 35 years old on that moment), on which an employer monthly is under an obligation to translate part of extra charges on a pay-envelope (from 2 % in the first year to 7 % beginning from sixth).

Table 1.

Life expectancy and pensions in some countries , 2010.

Country	Pension age/Life expectancy		Pension (\$)	
	male	female	Minimal	Average
Ukraine	60/62,79	55/74,75	89	125
Russia	60/59,80	55/73,17	129	244
Poland	65/71,3	60/79,8	235	520
Germany	65/77,82	65/82,44	800	1085
USA	65/75,92	65/80,93	800	1100
Japan	70/78,96	70/85,72	500	700
Cnina	60/71,3	50/74,8	47	90

Another sharp social problem of the world is a problem of poverty. A poor population (that gets profits below living wage) is in every country. Even in the USA it is 12,3 % of population, thus the quantity of poor in this country grows and exceeds 36 million, from which 20 millions – whites, 11 millions – black (afroamerican), 5 millions – Spanish-speaking (latinos).

But in percents poor is third of afroamericans, fourth, – latinos, 10% – white. They distinguish two types of poverty – regional and personal. For example, in the USA to the poor states belongs six from 50 (part of poverty of population stands for 25-30 %), they are Western Virginia, Alabama, Mississippi, Arkansas, Louisiana, New-Mexico. But poverty in the USA and in developing countries are different things. For example in the

USA 100 % poor families have gas or electric stove and refrigerator, 85 – coloured television set, 70 – car, 60 – washing-machine, 50 – conditioner, 40 – microwave stove. And for the level of poverty (living wage) in the USA is accepted annual earnings for a city family of four persons in a volume \$13 thousands.

For those, who gets less, there are such ways of state help: 1) Program of social help; 2) A law is «On social defence»; 3) A law «On establishment of minimum wage (from 1935) which makes \$ 7,5 per hour. (for comparison: in Ukraine on July 2011 – 6 UAH); 4) as suggestion of scientists is introduction of negative income-tax which determines a state help for poor families after a formula: 0,5 living wage + to 0,5 earnings.

In Ukraine President signed a law on

establishment from 2010 of minimum wage (MW) at the level of living wage (LW). Consequently, if as early as 2007 PM in Ukraine made 430 UAH/month, in 2009 – 701 UAH, in 2010 (December) – 875 UAH, in 2011 (September) – 985 UAH/month.

The same is presently a level of minimum wage. Without regard to the increase of LW in Ukraine for 2007-2011 (September) in 2,3 times, it remains very limited, comparing to volume and structure of LW (or consumer basket) of the developed countries (table. 2).

Table 2.

Poverty line standards

№	Standards	Poverty line	Number of ukrainians under poverty line
1	UN standart for third world countries	1 \$*/day	There are no such people in Ukraine
2	UN standart for countries of Eastern Europe and CIS	<4,3 \$/day	1 % ukrainians
3	UN standard for developed countries	14,7 \$/day	80 % ukrainians **
4	USA standard	1000 \$/month	No data
5	Officially in Ukraine	960 UAH.***	28 % ukrainians

*\$ – purchasing power parity **UN data***July 2011.

Lately international organizations, in particular UN use a term – synonym of poverty – «social tearing away». Conception of the «social tearing away» is relatively a new concept. What it means under and what it gives for understanding of human development scientific researches?

On an end 1980th it became clearly for research workers, that progress of socio-economic development of humanity can not be measured only by the index of growth of GDP or GNP per one inhabitant. SO additional, in particular social indicators were needed. Then the ideology of «human development» was formulated, which foresaw creation of such socio-economic environment, in which a man is in a position to fully expose his potential.

During next years to this conception various social indicators were added, for example, of poverty, gender equality and others like that. The final addition was exactly «social tearing away» concept, as a result of which social groups have a limited access to power and state decision - tacking bodies.

Such social groups also are not in a position to use their rights to education, medical and social help, labour employment, to satisfy the cultural, religious and other necessities. To define the degree of «social tearing away» of housekeepings 18 social descriptions (signs) are usually used, considering that the limit of sharp «tearing away» is determined at the level of 5 signs, critical «tearing away», – at the level of 7 signs.

To such social indicators belong foremost: a) presence in the family a member of working age with low status at the labor market e.c. (temporally unemployed persons, free of charge workings family members and others like that); b) chronic unemployment (over 12 months); c)

staying below the poverty line (here can be an orientation not on a living wage, but on 75 % average family spending); d) impossibility to provide itself a sufficient feed; e) financial difficulty with organization of family rest out of house and visit of relatives; f) impossibility to visit cultural events even one time on a year and others like that.

These social indicators were used for preparation of annual national report about human development «Ukraine on a way to the social bringing», which was presented by UN Development Program in Ukraine in July 2011. In a report there were presented results of research of degree of distribution of the social tearing phenomenon in Ukrainian society. Research results showed that only in 8,5 % housekeeping has had no single sign of the social tearing away. From other site there were found no housekeeping in Ukraine with presence of all 18 signs of the social tearing (total), maximal signs number – 14-15. But it appeared on the whole, that almost 38 % of Ukrainian housekeeping are in the state of the sharp social tearing away, from them 17 % - in a critical condition.

Another important social problem of the world is a health protection, expense on which swiftly grows in all countries. Reasons of it consist in the following: 1) rising price on medical services; 2) aging of population, which results in volume growth of medicare and medications.

The developed countries of the world spent to the sphere of health service from a 7% GDP (Italy, Japan, Great Britain) to 17,5 % (USA), in Ukraine – 3,5 % (2010). In world practice three dominant types (or models) of medical service organization are applied (fig. 2). First of them –

state medicine (for example, in Great Britain, Sweden, Denmark, Norway) – foresees the centralized financing of health protection from the state budget. Such system warns uncontrolled growth of cost of treatment, but simultaneously results in monopolization of medical services sphere, thus negatively influencing the quality of services. Another type, most widespread in Europe, is mainly medical insurance system. Germany, France, Holland, Austria, Belgium, Switzerland work on such chart, and others like that. Such system is based on principles of solidarity. In its limits financing of health protection sphere carried out from a few sources, including insurance payments of businessmen, workers earnings and money of the state budget. Finally, the third type is the mainly private system

of health protection sphere, that is characteristic for the USA. True, in none of the developed countries the indicated systems not presented in a clean kind, but in some states periodically there is a change of priorities and different systems of financing of medicine change each other.

What system of organization of health protection is better to choose by Ukraine, which declared a course on reformation of medical service sphere. American private system of health protection does not suit us, at first because of very expensive service provided by private doctors (in fact even in the USA 40 million people actually remain without the proper medicare), and secondly, because of insufficient distribution of private medicine, in particular in small cities and in rural locality.

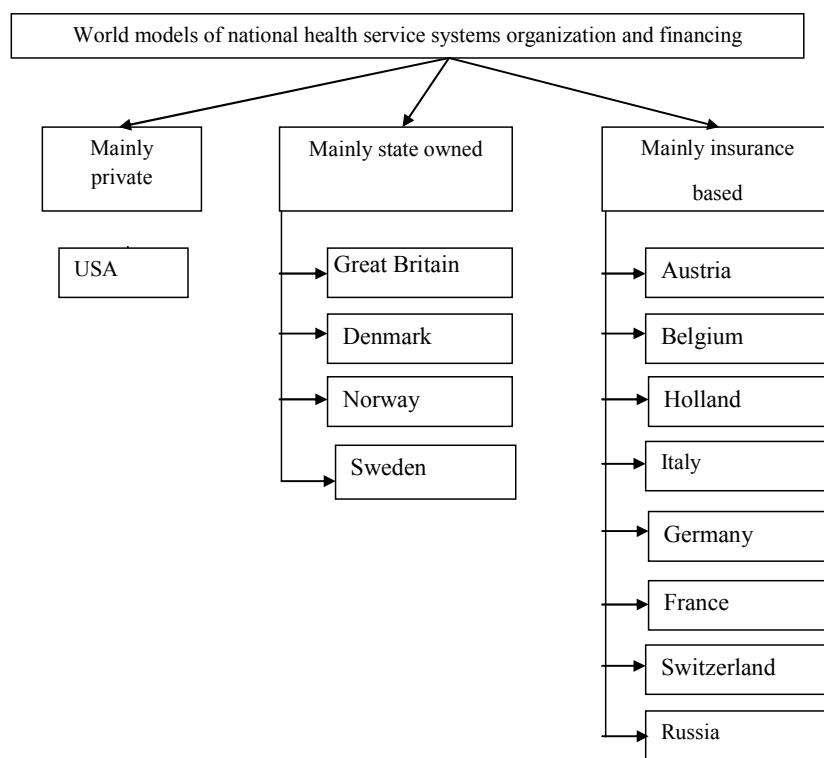


Fig. 2. World models of national health service systems organization and financing.

As to the state system of health protection with all its attractiveness to support it at level, close to Britains, our state will not be able in the nearest years. For throughout the year, of independence it never financed a health protection on 100 %, and to hope, what it can happen in the near future, it does not cost. According to opinion of experts on this stage Ukraine would walk up most the mixed variant – state insurance medicine under which an employer would provide an obligatory order for his account the list of medical insurance for the workers, and the state would finance the necessary level of medical service for

citizens, who do not work, and also other unscreened layers of population (pensioners, poor, students and others like that).

In order to «start» this system, it is necessary to pass an Act about obligatory medical insurance (OMI) in Ukraine.

So the world peculiarities of analysis and ways of resolving of social problems, which are noted in this article, one has to take into account in tasks of reformations of social sphere of Ukraine. Such tasks stand today on the agenda of acceleration of Ukraine’s socio-economic development and her integration into the

European and world economic and social structures.

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Резюме:

Любицева О.А., Смирнов И.Г., Сыровец С.Ю. СОЦИАЛЬНЫЕ ПРОБЛЕМЫ ГЛОБАЛИЗАЦИИ: ОБЩЕСТВЕННО-ГЕОГРАФИЧЕСКОЕ ИЗМЕРЕНИЕ.

Раскрыта сущность социальных проблем в условиях глобализации мирового хозяйства. Отражены особенности формирования общественного выбора. Охарактеризованы основные социальные проблемы современности; в частности, проблему социальной защиты населения (пенсионная реформа), проблемы бедности и здравоохранения. Раскрыто состояние решения этих проблем в Украине.

Ключевые слова: социальные товары, пенсионная реформа, социальная защита населения, бедность, здравоохранение.

Summary:

Lyubiceva O.O., Smyrnov I.G., Syrovets S.Y. SOCIAL PROBLEMS OF GLOBALISATION: SOCIAL-GEOGRAPHICAL DYMENTION.

Shown essence of social problems in the world economy globalization contest. Laid out the public choice formation peculiarities. Characterized contemporary main social problems among them population's social defense, poverty and healthcare problems. Shown peculiarities of these problems decisions in Ukraine nowadays.

Key words: social goods, pension reform, social defence of population, poverty, health protection.

Рецензент: проф. Іщук С.І.

Надійшла 15.02.2012р.

УДК 911.3.

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МЕТОДИКА СУСПІЛЬНО-ГЕОГРАФІЧНОГО ДОСЛІДЖЕННЯ ДЕМОГРАФІЧНОГО РОЗВИТКУ РЕГІОНАЛЬНОЇ СОЦІОГЕОСИСТЕМИ (НА ПРИКЛАДІ ХАРКІВСЬКОЇ ОБЛАСТІ)

Дана стаття присвячена питанням методики суспільно-географічного дослідження демографічного розвитку регіональної соціогеосистеми. Визначено необхідність проведення комплексних досліджень регіонів України саме як регіональних соціогеосистем. Приведені методологічні підходи, які доцільно застосовувати під час дослідження. Представлено алгоритм дослідження демографічного розвитку, з виділенням блоків та етапів дослідження. Приведено приклади факторного та кластерного аналізів, ІФВ-моделювання та застосування комплексного індикатору демографічного розвитку на основі даних по Харківській області.

Ключові слова: демографічний розвиток, регіональна соціогеосистема, методика дослідження, комплексний індикатор, ІФВ-моделювання, факторний та кластерний аналіз.

Постановка проблеми у загальному вигляді. Проведення в Україні реформ та реалізація національних проєктів, які направлені на покращення якості та рівня життя населення, на розвиток людського потенціалу, підсилюють актуальність наукових досліджень в галузі демографії. Розуміння значимості демографічного розвитку й сучасні проблеми останнього обумовили актуальність і необхідність демографічних досліджень в умовах сьогодення. Враховуючи територіальні диспропорції в розвитку регіонів України все більшого значення набувають вивчення соціально-демографічного розвитку суспільства в просторовому аспекті, що входить в об'єктно-предметне коло дос-

ліджень суспільної географії. Комплексний аналіз конкретних регіональних демографічних процесів дозволяє виявляти закономірності й особливості демографічного розвитку області як регіональної соціогеосистеми, будувати і вживати заходи по створенню умов для нормалізації зазначених процесів. Враховуючи необхідність вивчення демографічних особливостей регіонів України, актуальним залишається питання побудови алгоритму, методики дослідження для якомога повного вивчення процесів демографічного розвитку. Тому, важливим залишається методичний аспект суспільно-географічного дослідження регіональної соціогеосистеми, розкриття якого і є метою