

МАЙСТРЕНКО

Ольга Валентинівна
Olia78@list.ru

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ANALYSIS OF SOCIAL EFFICIENCY MANAGEMENT SYSTEM

АНАЛІЗ СОЦІАЛЬНОЇ ЕФЕКТИВНОСТІ УПРАВЛІНСЬКОЇ СИСТЕМИ

к.е.н., доцент, Харківський
національний економіч-
ний університет ім.
Семена Кузнеця

The article analyzes the social efficiency management system. The four stages scorecard that characterize social efficiency are defined. The algorithm efficiency is constructed.

В статті проаналізовано соціальну ефективність управлінської системи. Визначено чотири етапи системи показників, якими характеризується соціальна ефективність. Побудовано алгоритм ефективності.

В статье проанализированы социальную эффективность управленческой системы. Определены четыре этапа системы показателей, которыми характеризуется социальная эффективность. Построен алгоритм эффективности.

Keywords: efficiency, social efficiency, management system

Ключові слова: ефективність, соціальна ефективність, управлінська система

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INTRODUCTION

Performance indicators provide the dynamics of growth or decline of efficiency and the adoption of appropriate measures to develop core business and improve management efficiency. There are two types of efficiency: economic and social. Evaluating the effectiveness of management should be comprehensive and take into account the degree of resources utilization and opportunities for development companies to achieve industrial, economic and social goals.

PURPOSE OF THE WORK

The problem of social efficiency assessment management system is widely reported. Theoretical and practical aspects are involved in this issue by authors such as Arkhipov A., Vasylyk S., Weber M., Ehorshyn A., Kybanov A. Marcin W., Mayo E. et. al.

METHODS OF RESEARCH

The methodological basis of the work is determined by the position of the dialectical method of knowledge of economic and social phenomena, processes and criteria in their continuous interrelation and interdependence. It was used the comparative analysis, factor analysis, balance method.

RESULTS

Social efficiency characterizes the degree of utilization of the team potential and an employee of its creative abilities, success in solving social problems of the team.

In practice, the effectiveness is assessed mainly by economic indicators. However, such a one-sided orientation without conjugate social results will inevitably entails serious consequences resulting in

organizations and the state has to spend considerable additional funds for the elimination of (often partial) caused these effects.

Calculation of performance suggests the ratio of the results and costs incurred. At the same time as the social results of enterprises are the working and living conditions, qualification of employees, the organization and the motivation of their activities, and so on. As the costs for this may in some cases act as the costs of purchasing hardware management, training and skills development, construction of housing for employees, purchase of vouchers for spa treatment and rest of workers and others.

Social management efficiency should be assessed by a system of indicators, which can be represented in Figure 1.

These indicators of social efficiency that characterize the state or level of certain phenomena are static. They can complement the dynamic parameters characterizing the development of social phenomena. And the growth of some indicators (level of skills, provision of housing for workers, the level of mechanization of labor, etc.) indicates an increase in the efficiency of social management, the growth of other (the incidence of workers, the level of conflict, etc.) – on its decline. This can be done by comparing the actual performance achieved with the base that allows you to actually introduce a degree of social change in the team of the company. However, the evaluation of the results of social needs versus actual performance achieved with socially necessary to reflect the required level of social development of the collective.

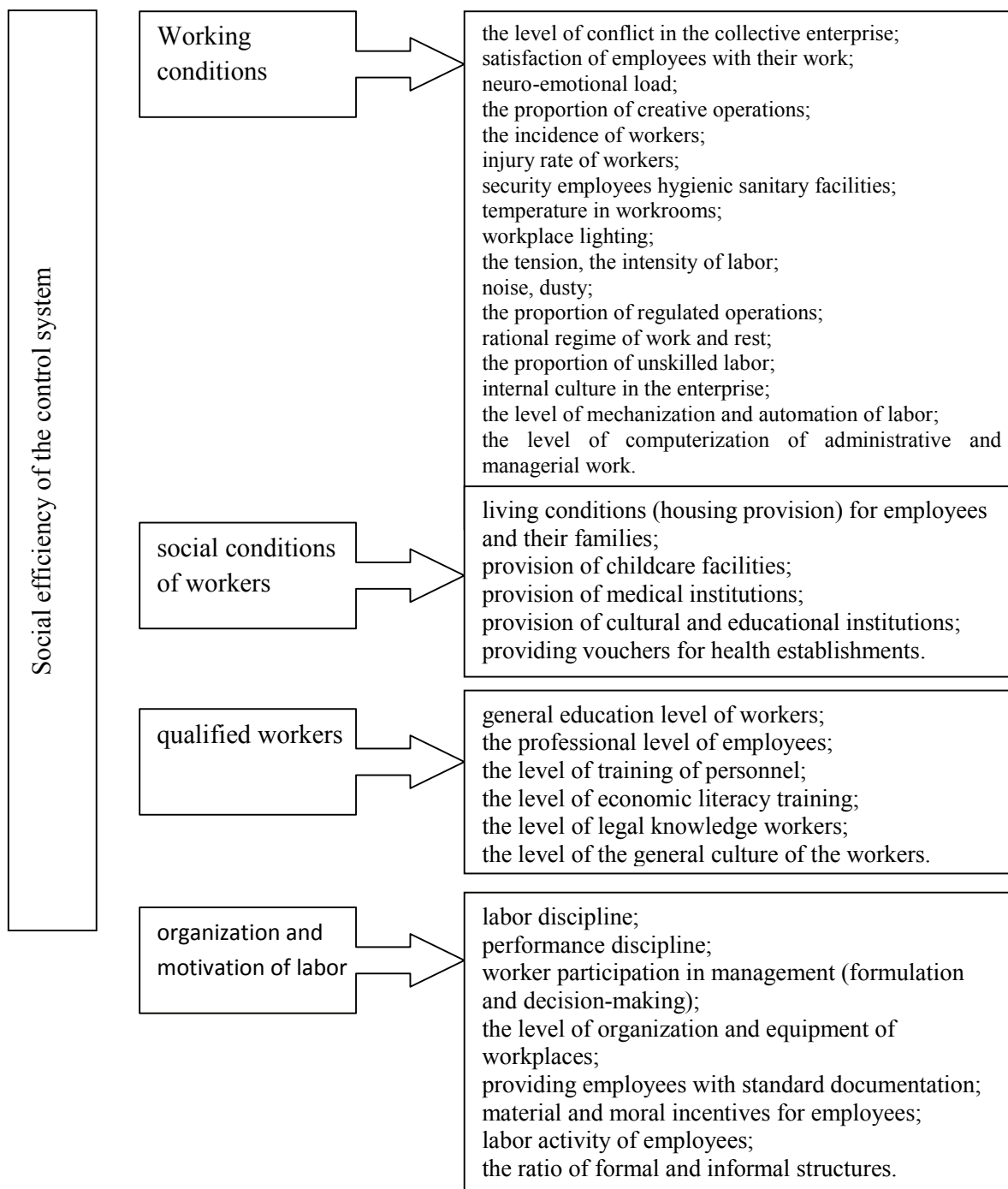


Figure 1. Social Performance

Social Performance is determined by economic and statistical reporting, questioning employees, method of expert evaluations and others. Moreover, some indicators are determined with a certain degree of conditionality, others – generally can't be quantified.

For an objective assessment of the effectiveness of social need: at first, it assumes that the social efficiency should be determined on two levels: locally (i.e. at a particular enterprise by the degree of satisfaction of a certain set of social needs of its employees), and municipal and national (i.e., the degree of social

protection and the level of satisfaction of social needs of different segments of the population by the local authorities and the state in general); at second, it is important to determine the scale of absolute and relative level of satisfaction of the social needs of employees and other or enterprise through its own material and funds accrued to them as a result of production and economic and commercial activities, the use of new forms of management to the social needs of their employees who may be meeting now, a certain degree (depending on available opportunities) [6]:

increase wage in excess of the state minimum wage;
 payment of a significant part of the value, or the provision of free vouchers for medical and health institutions;
 grants for institutions catering;
 grants for the purchase of cooperative housing and the construction of dachas;
 building and maintaining their own housing, recreation, homes, clinics, kindergartens, sports facilities;
 providing normal (harmless to health) working conditions and adequate protection of the environment;
 directions to study at secondary and higher education of young workers with the payment of scholarships;
 preparation necessary for market-commercial entities of the enterprise specialists in special training centers, training of managers and specialists in foreign firms.

Thirdly, in the overall assessment of social efficiency should be considered as a number of socially important activities are constantly carried out by municipalities (local) and the national budget that is formed under the direct influence of the existing system of taxation of production and other profitable enterprises, as well as their sponsorship and charitable activities.

The most important of these measures are [5]:
 establishing and regulation of the minimum wage for all categories of employees in enterprises and organizations of various kinds and spheres of the national economy;
 the establishment and payment of pensions, scholarships, financial aid to large families;
 indexation of wages and pensions in line with the dynamics of retail prices of goods and regulation of the selling prices of certain types of goods for the population and the cost of utilities;
 government funding organizations and enterprises unproductive;
 realization national social programs

At fourth, the specific definition of the level of social effectiveness should cover the measurement and evaluation of the effect and costs of the entire set of measures, the content and nature of which allows it ichi, as well as the qualitative characteristics and to determine the effect on the efficiency of the activities of those groups for which direct quantitative measurement It effects impossible. This requires the ability to assess the effectiveness of the process (Figure 2).

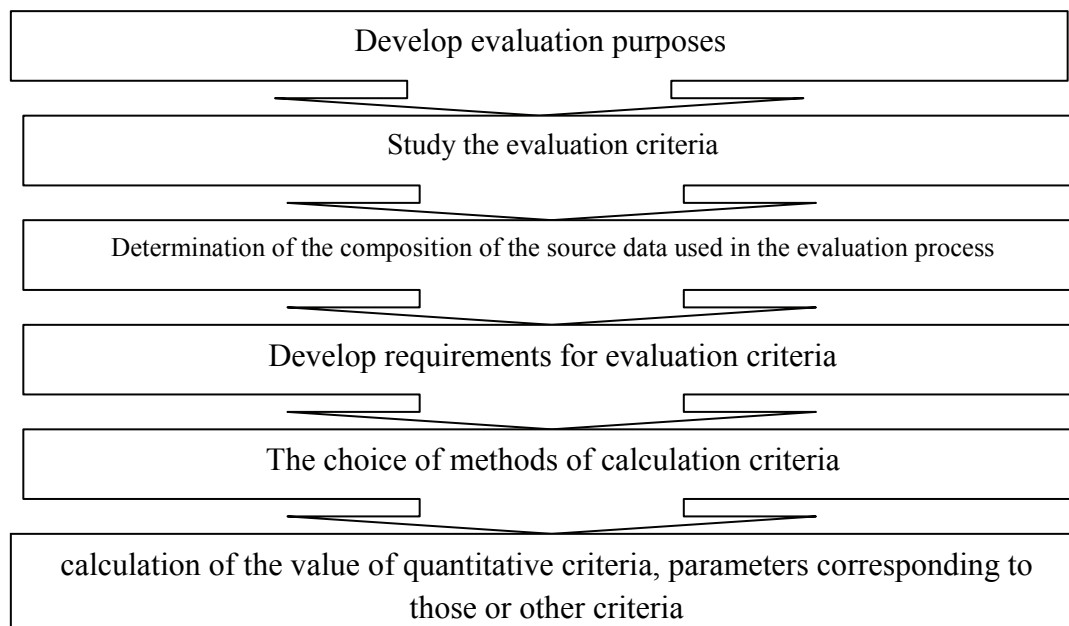


Figure 2. The algorithm effectiveness evaluation process

Quantitative measurement of the effectiveness of individual social groups of interventions reduced to the calculation of indirect economic benefits and costs of achieving it with their subsequent comparison. And other method of calculation of such effect does not exist. Therefore, in each particular case should be used particular way of its definition, which has already become known from published research developments [2].

Qualitative characteristics of the effectiveness of certain groups of social activities [3] should provide more or less detailed verbal description of their real (potential) impact on the effectiveness of the production and activity of spine population, its separate layers for various other conditions the results of quantitative measurement of

social efficiency is necessary to supplement the qualitative characteristics of events affecting it and this general conclusions about its level and dynamics.

CONCLUSIONS

The using of performance management to diagnose management system to prevent arising from its operation deviations reveals the causes of inefficient management, to carry out science-based goal-setting activities of the control to adjust its future work.

In addition, it allows a system to motivate employees manage to put their salaries in a certain dependence on the effectiveness of management activities.

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