

MAIN MODELS AND PROBLEMS FOR FORMATION OF SOCIAL ECONOMY

Abstract

The development of new technical and economic conditions and economic globalization have entailed serious social consequences: social insecurity of all categories of the population, low incomes, unemployment, the crisis state of the social infrastructure. The key factor of economic well-being is the construction of an effective social policy in the country with the effective use of the human factor in this process. The social basis of economic policy has become a priority in the development of social aspects of economic relations. However, questions concerning the theory and principles of social economics in the scientific world began to be investigated relatively recently. The social economy as a subject of study has appeared in the center of attention of representatives of many disciplines, including economic sociology, economic policy and economic history. Therefore, the study of theoretical aspects of the essence and formation of the social economy, taking into account the modern socially-oriented economic policies of many countries, is topical. In this article, the author analyzes the existing definitions of the term “social economy”, based on the analysis of scientific literature, the most holistic definition is formed. Further the author considers known models of social economy. It emphasizes the close relationship of the social economy and social entrepreneurship, since the latter acts as the most effective way of realizing social policy and economics. Based on the analysis it is noted that the effectiveness of the economic model depends on the strengthening of the social component of the economic model.

Key words: social economics, social entrepreneurship, welfare, efficiency, analysis, economic model, implementation.

For the last millennium, mankind has experienced such rapid and significant changes. On the one hand, scientific and technological progress, the globalization of the economy and the economic crisis, migration and urbanization, environmental problems and poverty. On the other hand, in the world there is a general humanization of society, a change in the value of life and a desire to improve the quality of life, the growth and significance of charity, the development of social entrepreneurship.

It is vital to realize the criticality of the current situation in the world economy, the need for profound changes in the model of economic development [1, p. 66]. In a period of radical and rapid changes, in the context of globalization, domestic and foreign researchers pay great attention to the study of models of the social economy of developed countries, but in the economic literature there is no clear definition of this concept. Numerous authors of various economic textbooks interpret the essence of the social economy in different ways. Some scientists consider the social economy as the third sector in the economy of the state (after industrial and agrarian), and others as a stage of development in the economic system. Some researchers, the essence of the social economy is associated with the social policy of the state and with socially-oriented economic programs. The formation of an effective social economy requires a deep understanding of its essence and key principles.

Also in the works of domestic and foreign scientists, the concepts of the social economy and the conditions of formation are given, various models of the social economy are considered. Sufficient scientific publications on the theory of production, distribution, exchange and consumption, social aspects of the transformation of world economic relations. Of particular interest are the work of modern economic and sociological research, theory, methodology of economic sociology and empirical research in the field of social economy, social work and services. Therefore, the theoretical and practical interest in the problems of the formation and development of the social economy is considered to be inadequately studied.

Methods of scientific knowledge have become both general scientific and special scientific principles for the studied branch of science. The research used mainly methods of normative analysis and synthesis, analogies and generalizations, and an empirical-theoretical method for the field of science that is being studied: the collection, study and comparison of data.

The theoretical basis of the study was the work of domestic and foreign researchers in the field of theory and history of economics, economic analysis and social economics. In the process of research, issues of economic sociology and social policy, as well as normative and legal acts and Governmental Decrees, regulating social issues at the state and interstate levels, materials of monographic and experimental research, scientific conferences, as well as scientific publications in periodicals and materials posted on the Internet.

In the theoretical study, there are some methodological difficulties due to the multifaceted nature of the term “social economy”. As we mentioned above, the concept of “social economy” is ambiguously interpreted by economists of different schools.

In scientific literature, the term “social market economy” is used, which is used in relation to the social orientation of the economy. This is explained with the need to study economic models of distribution at the macro and microsocial levels, the problems of justice and trust in economic activity.

The same opinion researchers Ovchinnikova T.I., Polyanskaya I.L., Vorobhin D.A.: “The economy, which is abbreviated as “social economy”, in a broader sense is defined as “socially oriented, state-regulated market economy” (in most cases we are talking about the “European model”). “According to them, the “social economy” studies the laws and patterns of “civic cooperation”, the achievement of social consensus, the search for a “social compromise” in order to achieve “general welfare” in our complex and contradictory world [2].

Most European researchers under the social economy imply the development of social entrepreneurship. The reason is possible in the fact that non-state enterprises, public associations and organizations, private individuals became more actively involved in economic and social processes. There are descriptions of the process of socialization of the market economy, implying the development of production, carried out not so much for profit, i.e. economic purpose, how much for the sake of the person, i.e. social purpose.

For example, Dr. Ruslan Kostyuk writing in the analytical review of the Internet resource on social and solidarity economy and implies the activities of cooperatives and mutual assistance societies, collective insurance and points out that “the phenomenon of social and solidarity economy is typical in modern Europe not only for France”. As actors of a social and solidary economy, he refers to the totality of cooperatives, mutual assistance and mutual insurance societies, associations, voluntary societies, urban and rural cooperatives that function on the basis of their members’ equality, solidarity between members and economic independence. We believe that the experience of the countries of the European Union in the formation and development of a social and solidary economy (SSE) is extremely useful. Principles of social and solidary economy are disclosed in their scientific publications Melnik L.G., Degtyareva I.B., Shkarupa E.V., Chigrin E.Yu. and note that the main motive of the activity in the SSE is to meet the needs of the collective in creating jobs, improving working conditions, implementing civic initiatives, protecting the natural environment, improving health, implementing a healthy lifestyle, etc. [3].

In some sources, researchers focus on the relationship between social behavior and the economy, while in others they focus on the activity and the sphere of the economy, the main goal of which is to achieve personal development and contribute to the progress of mankind. In a broad sense, the social economy is understood as the harmonization of economic and social goals and interests of economic entities through the development of social entrepreneurship. In general, different types of social enterprises can be reduced to two larger groups:

- ♦ commercial enterprises that find business solutions in response to social and environmental problems, and share profit with the community;
- ♦ public or non-profit organizations engaged in income-generating activities, as well as commercial enterprises established by charitable organizations [4].

Social enterprises emerged from the objective needs of society under the influence of the interaction of global factors of economic development (scientific and technological progress, market, ownership), practically carry out social and economic cooperation, being a form of socio-economic coexistence. Then private property will serve the interests of society, there will be changes in production relations, a social orientation will appear, in other words, the socialization of the market economy will occur. So, Moskvortsev A.F., etc., write that “the social market economy is such a form of economic organization that is characterized by the consistency of the basic economic and social processes and specific

institutional design, including the effect of market, quasi-market and non-market mechanisms for solving the problems of improving the quality of life of the population and the development of human capital” [5, 6].

Deserves attention research by Doctor of Economic Sciences, Professor Samigullin E.V. Under the concept of “social economy”, he sees in his monograph “Social Economics: Criticism, Theory, Practice and the Laws of Development”, as a set of spheres of paid market services in the state economy. “At the same time, of course, the state economy is a market economy, ranging from the emerging to the developed state, as well as a small group of European, Asian and American states with post-market (corporate-innovative) economies” [7].

Constituting signs of social economy Kurmalieva Z.Kh. allocates the market, the process of socialization of the economy and a special balance between the amount of expenditure needed to meet the needs provided exclusively by the market and the amount of expenditure needed to meet the needs provided by society alone, the so-called “public goods” [8].

In the report of National Academy of Science (NAS) RK (2009) Academician U. Baimuratov writes about the need to form a new social economy with the combination of the three most important social processes: democratic, demographic and spiritual progress. The new social economy, he claims, is an economy harmoniously satisfying the reasonable material and spiritual needs of the absolute majority of the population. The stage of development of the economic system, covering all the processes of production, distribution and consumption of material goods and services with limited economic resources [1]. In essence, the formation of a social economy involves achieving sustainable economic development and implementing a fair revenue policy, reducing and overcoming poverty, providing employment for the population, developing a social insurance system and social support for the population. As a result, the social arrangement of citizens, the satisfaction of their social needs, the establishment of a decent standard and lifestyle should become the norm of social behavior of the state.

Authors of some sources refer Austria, Belgium and Switzerland to countries with a social economy, since their socioeconomic and legal systems are “tuned” to achieve social harmony and a high standard of living for the bulk of the population, but in absolute terms of income and quality of life they are inferior to the leading market economies. The German model of the economy is also considered social. Strong social partnership between trade unions and employers allows to ensure an even distribution of social benefits in the society of this country. Western European countries refer themselves to social states and implement social policies at the national and supranational levels, within the European Union [4].

Analysis of the scientific literature allows us to state that the importance of researching the theory, methodology and models of the social economy is relevant, since there is still no clear definition of the essence of the social economy. In general, the opinions of scientists are reduced to the fact that the social economy is designed to view the economy as a factor in solving social problems, and the social sphere as a necessary condition for the development of the economy. But the essence of the model of social economy should be seen not only in the maximum implementation of social assistance by redistribution of goods, but also in creating conditions for prosperity and increasing active and proactive activities of citizens. The social economy should be based on the principles of competition, strengthening the role of human capital, social justice, motivation for work, social partnership and social responsibility, transparency.

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Андатпа

Жаңа техникалық және экономикалық жағдайлар мен экономикалық жаһандандудың дамуы елеулі әлеуметтік салдарға әкеп соқты: халықтың барлық санаттарының әлеуметтік қорғалмауы, төмен кірістер, жұмыссыздық, әлеуметтік инфрақұрылымның дағдарыстық жағдайы. Экономикалық әл-ауқаттың негізгі факторы – бұл процесте адам факторын тиімді пайдалану арқылы елдегі тиімді әлеуметтік саясаттың құрылуы. Экономикалық саясаттың әлеуметтік негізі экономикалық қатынастардың әлеуметтік аспектілерін дамытуда басымдыққа ие болды. Дегенмен, ғылыми әлемдегі әлеуметтік экономика теориясы мен принциптеріне қатысты сұрақтар жақын арада зерттеле бастады. Экономикалық әлеуметтану, саяси экономика және экономикалық тарихты қамтитын көптеген пәндердің өкілдерінің назарында әлеуметтік экономика зерттеу пәні ретінде пайда болды. Сондықтан, көптеген елдерде заманауи әлеуметтік-бағдарланған экономикалық саясаттың негізінде әлеуметтік экономиканың сипаты мен қалыптастырудың теориялық аспектілерін зерттеу өзекті болып табылады. Бұл мақалада автор «әлеуметтік экономика» терминінің қолданыстағы анықтамаларын талдайды, ғылыми әдебиеттерді талдау негізінде тұтас тұжырымдама қалыптасады. Содан кейін автор әлеуметтік экономиканың белгілі модельдерін қарастырады. Ол әлеуметтік экономика мен әлеуметтік кәсіпкерліктің тығыз қарым-қатынасына баса назар аударады, өйткені ол әлеуметтік саясат пен экономиканы іске асырудың ең тиімді жолы болып табылады. Талдаудың негізінде экономикалық модельдің тиімділігі экономикалық модельдің әлеуметтік компонентін күшейтуіне байланысты анықталады.

Тірек сөздер: әлеуметтік экономика, әлеуметтік кәсіпкерлік, әл-ауқат, тиімділік, талдау, экономикалық модель, іске асыру.

Аннотация

Развитие новых технико-экономических условий и экономическая глобализация повлекли за собой серьезные социальные последствия: социальную незащищенность всех категорий населения, низкий уровень доходов, безработицу, кризисное состояние социальной инфраструктуры. Ключевым фактором экономического благосостояния является построение эффективной социальной политики в стране с эффективным использованием в этом процессе человеческого фактора. Социальные основы экономической политики стали приоритетными в вопросах развития социальных аспектов экономических отношений. Однако вопросы относительно теории и принципов социальной экономики в научном мире стали исследовать сравнительно недавно. Социальная экономика как предмет изучения оказалась в центре внимания представителей многих дисциплин, в том числе и экономической социологии, экономической политики и экономической истории. Поэтому изучение теоретических аспектов сущности и формирования социальной экономики с учетом современной социально ориентированной экономической политики многих стран является актуальным. В статье автор проводит анализ существующих определений термина «социальная экономика», на основе анализа научной литературы формируется наиболее целостное определение. Далее рассматриваются известные модели социальной экономики, подчеркивается тесная связь социальной экономики и социального предпринимательства, так как последняя выступает в качестве наиболее эффективной возможности реализации социальной политики и экономики. На основе анализа отмечается, что эффективность экономической модели зависит от усиления социальной составляющей экономической модели.

Ключевые слова: социальная экономика, социальное предпринимательство, благосостояние, эффективность, анализ, экономическая модель, реализация.