



**UDC: 316.3**

DOI: <https://doi.org/10.32689/2617-2224-2019-18-3-74-86>

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## ARCHITYPIC OF EFFICIENCY OF STATE MEASURES IN THE SOCIAL SECTOR

**Abstract.** In the article the authors raise the problem of archetype of constructing social relations. Of the central concepts that arise from these considerations, the concept of “regulation” and “social relations” is definitely the most controversial. Based on a retrospective analysis using scientific achievements, the researcher identifies the main stages of constructing social relations in different countries and time spans. The research allowed to outline the role of state regulation in ensuring social relations and social protection. As for the selection of stages of social protection in Ukraine, the authors used an example of a pension system that takes into account both a mandatory and voluntary form. The periodization of the retirement stages has allowed to highlight the main problems in the state regulation of social protection in the area of pensions. The statistical data showed the overload of social security costs is exactly the cost of retirement provision. Also, based on the allocation of archetype forms, the authors investigated various institutional forms that characterize the nature of social relations. One of the ways of solving social problems, authors see the creation of the necessary conditions for creating new types of jobs, taking into account new requirements of modern times. The processes of interaction between the organization, the organizational environment and professional practice are social relations, and some generative mechanisms are trying to restore the obviously incomprehensible links between different social levels. The authors present a link between technology and model of social relations development and social conditions improvement. From technology to technical application. The result is a change in the organizational structure of both the public sector and entrepreneurship in the long run.

**Keywords:** archetype, social protection, social relations, pension provision, institutional forms.

### АРХЕТИПКА ЕФЕКТИВНОСТІ ДЕРЖАВНИХ ЗАХОДІВ У СОЦІАЛЬНОМУ СЕКТОРІ

**Анотація.** Піднімається проблематика архетипіки побудови соціальних відносин. З центральних понять, що виникли з цих міркувань, поняття “регулювання” та “соціальні відносини”, безумовно, є найбільш спірними. На основі ретроспективного аналізу з використанням наукових досягнень виділено основні етапи побудови соціальних відносин у різних країнах та часових проміжках. Дослідження дало змогу окреслити роль державного регулювання у забезпеченні соціальних відносин та соціального захисту. Щодо виділення етапів соціального захисту в Україні, авторами було використано систему пенсійного забезпечення, яка враховує і обов’язкову, і добровільну форми. Періодизація етапів пенсійного забезпечення дала можливість виділити основні проблеми у державному регулюванні соціального захисту у сфері пенсійного забезпечення. Статистичні дані пока-

зили перевантаження витрат на соціальне забезпечення, а саме — витрати на пенсійне забезпечення. На основі виділення архетипової форми авторами досліджено різні інституційні форми, які охарактеризують природу соціальних відносин. Одним із шляхів вирішення соціальних проблем автори вбачають у створенні необхідних умов для нових видів робочих місць із врахуванням вимог сучасності. Процеси взаємодії між організацією, організаційним середовищем та професійною практикою і є соціальними відносинами, а деякі генеративні механізми намагаються відновити незрозумілі зв'язки між різними соціальними рівнями. Соціальні виклики часто можуть бути вирішені при розробленні і впровадженні новітніх ідей та побудові ефективних концепцій, які поширюються через кордони. Проте світові та національні кризи вимагають у вирішенні питань окреслення ролі інформаційного та технічного прогресу. Авторами представлено зв'язок між технологією та моделлю розвитку соціальних відносин і покращення соціальних умов. Від технології до технічного застосування. Наслідком є зміна організаційних структур як державного сектору, так і підприємництва у довгостроковій перспективі.

**Ключові слова:** архетипіка, соціальний захист, соціальні відносини, пенсійне забезпечення, інституційні форми.

## **АРХЕТИПИКИ ЭФФЕКТИВНОСТИ ГОСУДАРСТВЕННЫХ МЕРОПРИЯТИЙ В СОЦИАЛЬНОМ СЕКТОРЕ**

**Аннотация.** Поднимается проблематика архетипики построения социальных отношений. Из центральных понятий, возникших из этих соображений, понятия “регулирование” и “социальные отношения”, безусловно, являются наиболее спорными. На основе ретроспективного анализа с использованием научных достижений выделены основные этапы построения социальных отношений в различных странах и временных промежутках. Исследование дало возможность определить роль государственного регулирования в обеспечении социальных отношений и социальной защиты. О выделении этапов социальной защиты в Украине, авторами была использована система пенсионного обеспечения, которая учитывает и обязательную, и добровольную формы. Периодизация этапов пенсионного обеспечения позволила выделить основные проблемы в государственном регулировании социальной защиты в сфере пенсионного обеспечения. Статистические данные проиллюстрировали расходы на социальное обеспечение и перегруз затрат на пенсионное обеспечение. На основе выделения архетипов формы авторами исследованы различные институциональные формы, которые охарактеризуют природу социальных отношений. Одним из путей решения социальных проблем авторы видят в создании необходимых условий для новых видов рабочих мест с учетом требований современности. Процессы взаимодействия между организацией, организационной средой и профессиональной практикой являются социальными отношениями, а некоторые генеративные механизмы пытаются восстановить непонятные связи между

различными социальными уровнями. Социальные вызовы часто могут быть решены при разработке и внедрении новейших идей и построении эффективных концепций, которые распространяются через границы в условиях глобализации. Однако мировые и национальные кризисы требуют в решении вопросов очерчения роли информационного и технического прогресса. Авторами представлены связь между технологией и моделью развития социальных отношений и улучшение социальных условий. От технологии к техническому применению. Следствием этого является изменение организационных структур как государственного сектора, так и предпринимательства в долгосрочной перспективе.

**Ключевые слова:** архетипика, социальная защита, социальные отношения, пенсионное обеспечение, институциональные формы.

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**Formulation of the problem.** The issue of supporting vulnerable parts of population in the modern world is quite acute. The need to identify the main causes of asymmetry between the social parts has deep historical milestones. Conflicts generate new types and forms of social risk. State support programs should help mitigate the crisis, but have not resolved it. Unemployment is increasing, many companies face bankruptcy, and payroll taxes are increasing. Social segregation, child poverty or demographic changes are examples of urgent social problems in many European countries. Traditionally, this relates mainly to socially oriented organizations that deal with socially vulnerable groups in society. The growing complexity and the sudden nature of many social problems and the concomitant decline in public investment in the social sector have also increased the requirements for non-profit organizations, and hence the efficiency of the entire nonprofit sector, which updates the topic of the study. The research of the archetype of social relations can allow the design of directions for in-

creasing state measures in the social sector.

**Analysis of recent publications.** The discovery of the essence of archetype was carried out by a great amount of domestic and foreign scholars, in particular E. Afonin [1], O. Gagarinov [2], O. Sushyi [3], D. Trufanov [4]; problems of state regulation of social protection were disclosed by V. Antonyuk [5], O. Zhadan [6], A. Petrova [7] and others/

**The purpose of the article** is to provide a theoretical substantiation of the archetype of state regulation of social protection, to carry out a historical analysis of the development of social protection in the world, to describe contemporary problems and ways of their solution.

**Presenting main material.** Obviously, the development of society requires a rethinking of social relations. But talking about social relations means a certain sequence in how people relate to each other. When it comes to “social conditions” in a multitude of daily social activities, this can be called the regularity of certain social practices. This

pattern does not arise independently: neither objective nor subjective. The commodity-money ratio, which is so widespread today, originally developed only in the quasi-experimental, adventurous state of birth and only consolidated through its historical generalization. The redistribution of funds of funds is the basis for modern financing of social protection of the population. Using insurance mechanisms, working individuals, as well as legal entities, provide socially vulnerable groups of the population by paying taxes and mandatory payments. The state, through the creation of an appropriate legislative field and the accumulation of financial resources, provides social protection of the population. Therefore, the question of determining the category of “social relations” is acute. Defining social relations means carrying out a theoretical (not empirical) act, including all the theoretical risks and dangers for which the individual responds independently. This act is never socially neutral, since it relates to the idea that individuals create for society, and therefore it can contribute to the substantiation or doubt of these relationships. After all, the social recognition of the nature of the relationship is a component of the attitude that, of course, “recognizes” the theorist and not necessarily what the society recognizes. But every social connection, including economic, implies the measurement of social imagination for everyday, ritual or political codification. The elasticity and adaptability of social relations during their historical duration is an integral part of the concept. In addition to reproduction, social procedures and cases of conflict resolution must ensure their

reality. This is supported by internationalized norms. But since the rules change with the corresponding projects and conflicts, it also requires regulation of the transformation of these norms. Social procedures and cases that ensure this common modification of norms also create regulatory forms that promote the way of regulation [8–10].

The state is a form of regulation, so that different factions of society (which are defined by social conditions: social classes, gender differences or individual individuals) are constantly in a state of conflict. The confrontation will continue until the hegemonic configuration of social relations continues, and the individuals and classes involved in the struggle will not fully address each other's problems. The form of government is neither a guarantor nor an expression of harmony in the sense that members of the community have no reason to fight. This is an expression of hegemony, which is usually manifested through the domination of certain social groups. So violence is the latest form of government, but if violence has always been necessary for the reproduction of social conditions, then it would be impossible to talk about the state anymore. In general, the state reproduces hegemony, which is expressed in the state itself and in those who embody power. This is a hegemony armed with coercion: the norms, which are symbolized by the state, are internalized and accepted by their own will or coercion, and in cases of conflict between the old and the new, as well as between conflicting interests, recognition is equivalent. The social order of recognition of the role of an arbiter of the state: it has a “monopoly of legitimate power”. There-

fore, it is important to retrospectively analyze the system of development and legitimization of the social protection process.

Each historical epoch in its own way solves the question of helping disabled members of society. In different countries at different times, the forms of such assistance varied depending on the system of values and material capabilities of society and its individual groups.

Social policy is designed to protect life risks, mitigate complex, socially determined life situations and ensure retirement. It is mainly funded by contributions and social security taxes, so social policy is based on wealth, which first needs to be “developed” and distributed. There are uncertainties such as changes in the distribution of employment and demographic trends. At the same time, it becomes clear that interference in the social sphere depends on three conditions:

1. On the one hand, publicly supported normative standards are needed to assess the negative social status that can be overcome through public institutions of social orientation (charitable foundations, public organizations). These institutions are heavily dependent on social interests and historical circumstances.

2. Secondly, this requires the presence of stakeholders. Various stakeholders can work together but also conflict with each other. Stakeholders may be private individuals or smaller groups (such as individual initiatives), as well as social movements, such as labor movement, trade union movement, and women’s movement.

3. And, thirdly, it requires institutional requirements as to how these

national standards should be adopted, who will engrain them, and which institutions will implement them and authorize them. It concerns the constitutional order of a particular country and the competence of the structure of state authorities.

Traditionally, social protection has been used in the European welfare state and other parts of developed countries to maintain a standard of living and solve the problem of temporary poverty [11]. One of the first examples of state social protection can be traced to the Roman emperor Trajan, who expanded the program of free grain, which included the poor citizens of the empire. In addition, he founded public funding to support poor children [12].

In the XVI century there was a central turning point in the historical development of Europe. With the expansion of the monetary economy, internationally active banks and the beginning of long-distance trade, the foundations of economic activity based on private ownership of means of production were laid, profit maximization for entrepreneurs and targeting qualitative and quantitative expansion of markets. Technical progress, new inventions supported this development. As a result, the economy, focused only on the availability of natural resources and the possibility of exchange, lost importance in comparison with the monetary economy, and the role of agriculture has decreased.

With the invention of a steam engine in the second half of the eighteenth century, the discovery of new sources of raw materials and opportunities for their use and the growing demand for industrial goods, industrial-capitalist

economic structures originally prevailed in England, later on the European continent.

This development was accompanied by a legal termination of serfdom of feudal lords and the liberation of labor. It was during this period that there was a rethinking of the role of the state, employer, employee and change in social relations. At the same time, a general social policy emerged that stimulated new social movements and the emergence of basic social norms, including personal responsibility: from the collapse of the feudal system there were the beginnings of bourgeois society — rather within the city than in territorial districts. The works of the Geneva philosopher and educator Jean-Jacques Rousseau (1712–1778) became the basis for the birth and development of the new bourgeoisie.

As a basis for a new era, it was to take solidarity in social relations, but Rousseau could not yet foresee that the bourgeoisie simultaneously created a new class, the depleted lower classes, for which this term prevailed in the XIX century. In England, this development began in the second half of the 18<sup>th</sup> century, in Germany from the 1820s [9].

Organized social protection was imperfect until the end of the 19th century and beginning of the 20th century. It was during this period that social security systems aimed at providing workers (see National Insurance) were created in Germany and Great Britain [13]. The United States moved to the social welfare system in a few years, during the Great Depression, with emergency relief for those who suffered the most severe losses. However,

modern social protection has grown to a much wider range of issues and goals; it is now used as a political approach in developing countries to address persistent poverty and target structural causes.

In Ukraine, the cost of social protection is increasing annually: thus, compared with 2017 — UAH 145,5 billion, in 2018 — UAH 151,5 billion, and in the project for 2019 — by UAH 27 billion (from UAH 151 billion to UAH 178 billion) [14; 15]. The share of social protection expenditures in Ukraine is quite high, but within the values represented by European countries. However, about 70 % of social security costs are retirement expenses. Proceeding from this, we propose to consider, on an example of pension provision, the periodization of its development in Ukraine. A retrospective analysis of social protection can be linked to the payment of pensions. In our opinion, a pension can be considered as a postponed salary of an employee, reserved in the form of retirement contributions for future expenses, which replaces earnings in the event of established pension conditions and provides protection against poverty. Since the pension is the legal income of an employee for past work, which is used today, it should be borne in mind that a number of economic factors influence the size of the retirement benefits, in particular: the actual annual rate of investment income, the level of inflation, the level of GDP per capita in the country.

Thus, the first stage can be outlined from 1859 to 1917. This period was characterized by the creation and functioning of emirical (pension funds of different departments). First of all,

these funds were created to pay pensions to the military (from the Latin “emeritus” – the service years), and then the idea of creating cash registers was picked up by the management of railways. Next, cash registers were created for employees of other departments and workers. Of these funds, pensions were paid for seniority, assistance to widows and orphans, pensions in the event of disability. Along with the emerial cashiers began to create and develop savings and auxiliary cash departments and pension funds of the insurance type. The activities of the savings and auxiliary cash departments were as follows: the worker deducted a certain percentage of his own earnings, the funds accrued in his account and returned with the onset of pension conditions for the worker, but with additional profits. Pension insurance premiums were paid out even when certain cases occurred.

However, due to the revolutionary events of 1917, the first stage of the development of non-state pension funds was completed, since during the Soviet period voluntary participation in the non-state pension provision was not foreseen.

The second stage of the development of non-state pension funds in Ukraine began in 1992 and lasted until 2003 inclusive – characterized by the restoration of the country’s independence and, in addition, the economic crisis and the crisis of pensions in particular. It was during this period that the law established the possibility of entrepreneurial activity (the Constitution of Ukraine, the laws of Ukraine “On Enterprises in Ukraine”, “On Entrepreneurship”, “On Business Associa-

tions”), but it was not clearly defined the possibility of carrying out activities in the field of non-state pension provision. In 1994, the first non-state pension fund was created, and in 1999 their number was more than 100, but more than 40 % of these pension funds were engaged in commercial activities, or did not function at all. During this period there is a problem of non-fulfillment of non-state pension fund commitments. The reasons for this were: lack of appropriate legislative framework; activity of pension funds as financial pyramids, unregulated areas of diversification of pension funds, inactivity of state control bodies. The positive aspect was that during this period, the Association was created in support of the development of non-state social insurance and the Association of non-state pension funds, the main purpose of which was to promote the establishment of pension legislation.

The third stage lasts from 2004 to October 1, 2011 – began with the entry into force of the laws of Ukraine “On Compulsory State Pension Insurance” and “On Non-State Pension Provision”, the rules of which established a three-tier pension system and the possibility of implementing non-state pension provision and control over it. At this stage the non-state pension funds was given the opportunity to carry out its activities as cumulative socio-economic institutions.

The fourth stage – from October 1, 2011 and till now – the introduction of the Law of Ukraine “On Measures on Legislative Support of the Reform of the Pension System” into the pension reform, although the foundations of the activity and development of non-state



pension funds were laid down in the third stage [16].

Of course, social protection is based not only on pension provision but, in its example, it is interesting to present the sources of its formation: at the expense of insurance mechanisms (both on the basis of compulsory and voluntary), inclusion of expenses for social events, services and programs in budgets of all levels, at the expense of non-profit organizations (non-profit organizations, charitable organizations, mutual assistance funds, unions, associations, etc.)

Thus, on the basis of this archetype form, other forms of regulation are deployed in institutional forms and networks.

Institutional (or structural) forms are phenomenal and even legal forms in which interested subjects enter into social relations (even if they do not have an adequate understanding of the nature of these relationships): the established rules make the group that unites them understandable. They are the result of an institutionalized compromise: accepting the exchange of goods for money is already a compromise on the hidden power of the socialization of private works; wage acceptance means a compromise that does not include wages [17].

But these institutional forms, as they initiate the forms of mediation (money, indirect wages), at least require the material organization of these intermediaries: public administration, money circulation, government agencies and social state organizations. Therefore, it is necessary to draw attention to the three points which, in our opinion, are necessary in the analysis of socio-economic conditions:

- a theoretical analysis of the reproduction of these conditions and thus their requirements and dynamics. They can be called immanent laws or trends that “dominate” the usual behavior of social actors;

- an emphasis on social processes that make individuals and groups adhere to the logic of existing relationships and thereby act as laws or forces with coercive force;

- the internalization of the interpretation of social reality by individuals or groups, as well as their motives and norms of behavior, and, finally, predictions and choices that are compatible with the reproduction of the whole (even if they seek to change it).

The combination of these levels of reality forms a kind of “social model” (“moule social”) [18], which reflects the structural stability of society. The more or less inevitable accumulation of discrepancies and contradictions between levels (which in themselves is a consequence of the controversial and conflicting nature of social conditions) can lead to discontinuities in the reproduction of these conditions: crisis. The overcoming of crises and its consequences is a priority task in the institutional form of social relations. Therefore, within the framework of state regulation in the field of social protection is the establishment of social standards and social guarantees, on which the social model of the state is based.

One of the ways to overcome the crisis is to use technological progress. The belief in the existence of a new development model, which is potentially contained in the technological revolution, was disclosed by Jean Hervé Lorenz and

others, “The crisis of the twentieth century” [19]. They generalize the crisis in such a way that productivity is too low, fixed capital is too fixed, and the tertiary sector is unproductive and bloated. On the other hand, information technology will increase productivity (even at tertiary level), thereby reducing costs while increasing purchasing power; reducing the cost of fixed capital, thereby increasing the rate of self-financing and creating new needs and, thus, new products. Thus, a new model emerges that is quite similar to the previous accumulation regime, since it focuses on mass production and consumption, but with new products and new processes, as well as with a new central industry: information, e-commerce, office, teleinformatics and the automotive industry. Therefore, the crisis is just a crisis of change (mutation) from one model to another.

There is a number of links between technology and development model; it is social relations and conditions. From technology to technical application: direct production relations (who decides how an organized team is organized?); from production to economy: a set of socio-economic conditions (will there be enough consumers, there are enough investors to produce, what form of full employment to provide?). In other words, a new accumulation regime and a new regime of regulation, especially the relation to pay. The digitalization of economic relations will obviously lead to a change in approaches to state regulation and social relations.

**Conclusions and perspectives of further research.** Thus, it should be noted that historically social protection and its state regulation lay in the strug-

gle for control over the production process and social reproduction, and even in the development of habits and conventions, as well as in the “linear” or “gradual” development of productive forces. Further research is the study of problems and the search for solutions to them in the field of social protection in the development of information technology and the participation of employers in expanding the field of socially responsible business.

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