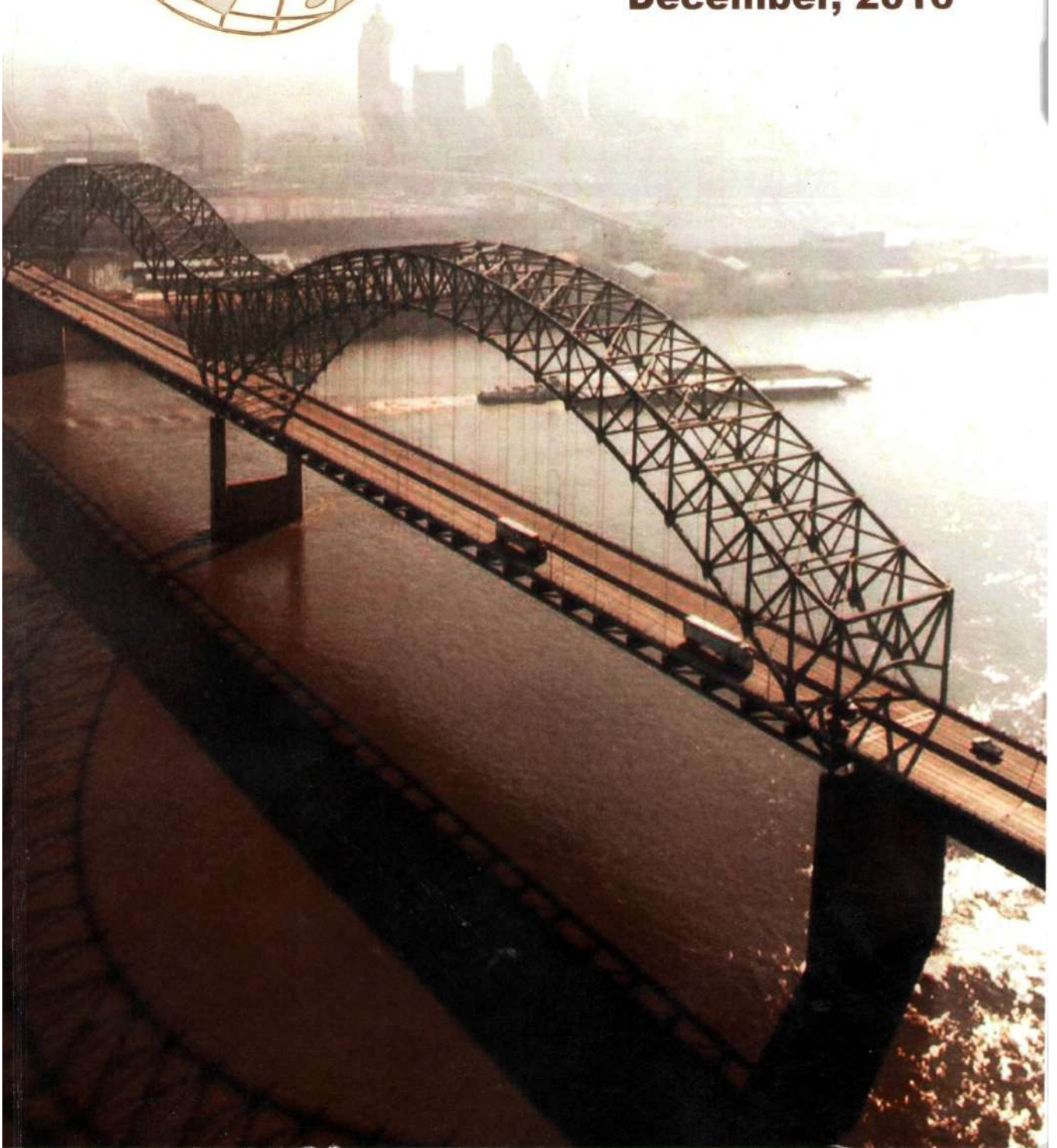




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**SOCIAL MECHANISMS OF HUMAN POTENTIAL
COMPETITIVENESS ENHANCING**

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Abstract. *The article deals with the socialization of the economy and the state's participation in this process. The essence of social policies in ensuring the competitiveness of human potential is defined. The forms, principles and purposes of social security are considered. The objectives of social standards in ensuring social protection as a means of preserving human potential are established. The principles of social justice in market conditions are justified.*

Key words: *social policy, social protection, social standards, social security, human potential.*

1. Introduction

Under current conditions in Ukraine and throughout the world due to the concept of the human-centric development the most difficult positions of all are recognized the issues of socialization of the economy, which in essence, on the one hand, define the participation of the state in maintaining social standards of living, and on the other - expanding public participation and increasing its activity in the economic and social development. In addition, the importance of the state's ability to restrict and neutralize the potentially destructive nature of the social context of the market should be emphasized.

2. Problem / Methodology

The statement of R. Titmuss is quite reasonable that "social state" is established "when by all citizens the right to receive social services, which can't be provided by the private sector, is recognized" [1]. The state should remain the central element and determine its duty to establish the principles dictated by the political will and the tools to use the widest possible social and economic policy so as the free solutions of all businesses could lead to the desired result. Then economic and public subjects will perceive the movement to the socially oriented economy as desirable for them and respond respectively. With the proper perception of the social values of the state and its recognition of the dominant social functions, all aspects of real economic activity are changing virtually through their subordinate social component. Based on the opinion of V. Heyets, it must be emphasized that "the state and its institutions are usually transformed in accordance with the interests of the ruling elite, which often do not coincide with the public interests. Therefore, in future, the strategy of accelerated development is possible only in the presence of mechanisms to coordinate these interests. In Ukraine, such mechanisms can be created by developing civil society institutions along with state institutions which have an important coordinating role in society. Therefore triad, which provides social development is the state - civil institutions - the market economy"[2].

3. Results

Traditionally, government actions should be aimed primarily at maintaining predefined minimum social standards and quality of life, social protection of the poor and their social security in society [3]. However, now the modern Ukrainian society is faced with a difficult dilemma: on the one hand - the quality standardization of humanitarian spheres of individuals is increasing, bringing to the forefront of social policy the welfare problems and equality of socio-economic relations; on the other - more clearly evident violation of the principles of equality and sharpened sense of preserving social justice [4]. The modern social policy has to reproduce the meaning that was characteristic of the politics of the last century when its main functions were limited to protect the most vulnerable groups [4]. One can argue that protection against poverty has lost its meaning.

However, the process of innovation development confirms that the essence of modern social policy is aimed at ensuring the competitiveness of human potential, corresponding to the nature of the welfare state and civil society. It appears in overcoming the uneven distribution of wealth at all levels and promoting social justice. The social justice provides the necessary conditions for the normal civilized economic development, ensures its democratic character, the rights and freedoms. Social justice is realized in a social market economy in which the market directs the economic activity of society to strengthen social safety and security of people, providing each person a decent standard of living [5]. Thus, the formation of modern social protection system has come to focus on the person.

It must be emphasized that income inequality determines expenditure and consumption inequality generating poverty and social exclusion. The high level of income differentiation, excessive gap between rich and poor, the virtual absence of opportunities for nutrition and access to quality education and healthcare for a large part of the population provoke social exclusion and determine the polar value orientation and behavior of certain groups. This situation threatens the exhaustion of human development, the emergence of aggression and instability, activation of dissent and deviant behavior [6].

Inequality remains the most urgent social problem of the modern world – even in developed countries groups of the population who have no material wealth and lack of access to many social benefits are constantly reproduced. Some of them form enclaves of stagnant and "hereditary" poverty, which reject the work as a vital strategy and choose dependency and existence owing to social assistance [6]. Practice shows that overcoming inequality in many countries is achieved through the development and implementation of effective social policy, which are the government's actions aimed at improving the level and quality of life through income redistribution between different members and groups of society [5].

In various models of the welfare state the system of state social security continues to be improved as well as the system of self-help by distributing social functions and powers between the state on the one hand and public institutions, business, person - on the other. It should be noted the continuously growing role of the person participation in the process - not as a passive object of protection, but as an active participant in the functioning of self-help. The result of the social protection in the post-industrial societies is forming a socially protected human who can improve and realize its own potential. It is in the direction of strengthening the role of the human in the system of social protection that further reforms should take place in terms of the social economy. Moreover, the socially protected person is not a person free from obligations to society but the person who can fully develop his/her potential only due to the sustainable development of society as a whole.

Thus, social protection creates the necessarily guaranteed conditions for people starting to realize their potential. Other areas and parts of the social policy are designed to create favorable conditions for the fullest possible disclosure of abilities of a person, realizing his/her opportunities, his/her actualization, which can only be fully implemented by the socially protected person [7].

Social security is the guaranteed level of outside (government, public institutions, businesses) ability of an object to protect its own interests in the process of life and self-actualization. [7] Social protection is the main objective of social policy, which aims at ensuring human rights and guarantees in the field of level and quality of life. As a socio-economic category social protection represents social security relations in the redistribution of national income in order to ensure the established social standards for everyone in terms of social risks [8]. Access to adequate social security is recognized in international documents as a fundamental right of all people. International guarantees of social protection are enshrined in documents of the United Nations, the International Labor Organization, declared in the acts of the Council of Europe and other international and regional organizations. The adequate social protection is also considered as an essential tool and condition for social development and social cohesion [9].

An effective system of social protection in the social economy includes two components:

- the state social security system;
- non-state social security system, the functioning of which is provided by the activities of various public organizations, businesses, individuals that operate in solving different social problems both commercially and non-commercially.

Each of these subsystems has defined autonomy, but the effectiveness of the social security system as a whole depends on the quality of each subsystem legal support, implemented by the state. Since the formation of socially protected person is the result of two processes (security and social protection) and their inherent mechanisms, we can consider the following characteristics of the socially protected person by the status of which the level of social protection can be judged:

1. System of human life social security (life, health, housing, education, property, etc.);
2. The mechanism of social security implementation:
 - legal support (the quality and stability);
 - social assistance system and its effectiveness;
 - the social insurance system and its effectiveness;
 - national security, including social;
 - the development of civil society [7].

The distribution and redistribution of the created by society products implemented through social standards demanding compliance with the state social guarantees subject to availability and effectiveness of control mechanisms. A social standard is the essence of economic relations which are formed on the background of the social field. The methodological resources for social and economic combination are also held in the relations between economic entities on the legal establishment of dynamically resizable material and other benefits, providing each member of society decent level of life. The terms "social standard" and "social security" are defined in the Law of Ukraine "On state social standards and state social guarantees" [10]. According to the law, the social standards are set by laws and other regulations as the standards of social norms, which determine the level of basic social guarantees. Social guarantees are established by the laws and regulations minimum wage incomes, pensions, social assistance and other social benefits that provide a standard of living not below the living wage [3].

Social insurance is a form of social protection of the economically active population from the various risks associated with job loss, disability, and income, based on the collective solidarity to recover losses. A feature of the social security is financing the special extra-budgetary funds generated from the target contributions of employers and workers under the state support. Social security is built on the principle of non-rigid equivalence; there is a dependence on the size of insurance payments and employment insurance contribution. But in contrast to private insurance, social insurance equivalence principle is combined with the principle of risk and collective solidarity combination [11].

In Ukraine, depending on the insurance case law, the following types of compulsory social insurance are legally established: pension insurance; insurance due to temporary disability; medical insurance; insurance against industrial accidents and occupational diseases that caused disability; unemployment insurance; other types of insurance under the laws of Ukraine [12]. The funds of the obligatory state social insurance are the Pension Fund of Ukraine, the State Employment Service (the executive body of the Fund of compulsory state social insurance of Ukraine against unemployment), the Social Insurance Fund on temporary disability, the Social Fund for the disabled.

Commitment to social progress and development are designed to achieve the following objectives of social policy in the sphere of social protection:

- provision of comprehensive social security and services, social care, establishing and improving social security and insurance for all persons who, because of illness, disability or old age are temporarily or permanently unable to earn for living, to ensure an adequate standard of living for such persons and their families and dependents;
- the protection of mothers' and children rights;
- the protection of children, the elderly, persons with disabilities rights and welfare;
- creation of the conditions under which equality of opportunities should be the prerogative of both countries and individuals in the country [9].

In this line, it is necessary to consider a comprehensive system of state social security principles within which the social protection is provided, including the provision of social services.

4. Conclusions

For the effective implementation of the social policy the necessary principles are the development of sound social norms, allocations from the state budget to finance social services; prevention of mass poverty, social anomalies; development of optimal combination of all kinds of resources and directions for their use; indexation of income, creating new forms of social assistance, developing target complex programs of social development; providing all citizens with basic social guarantees; ensuring social priority in the allocation of additional budget revenues.

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